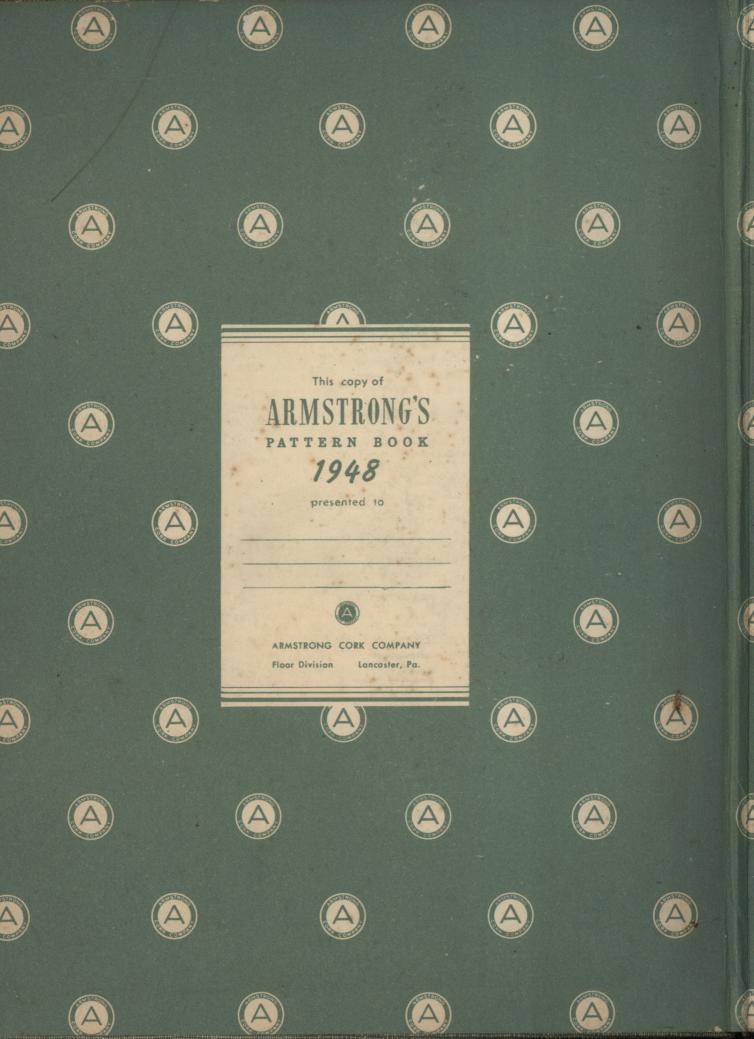
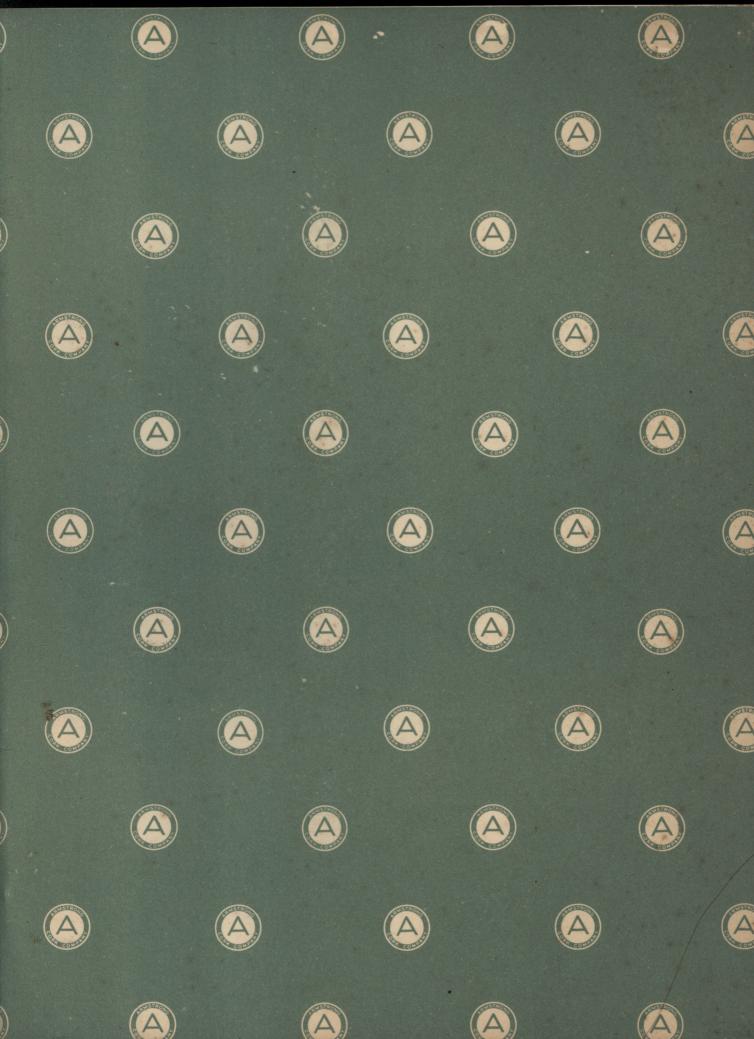
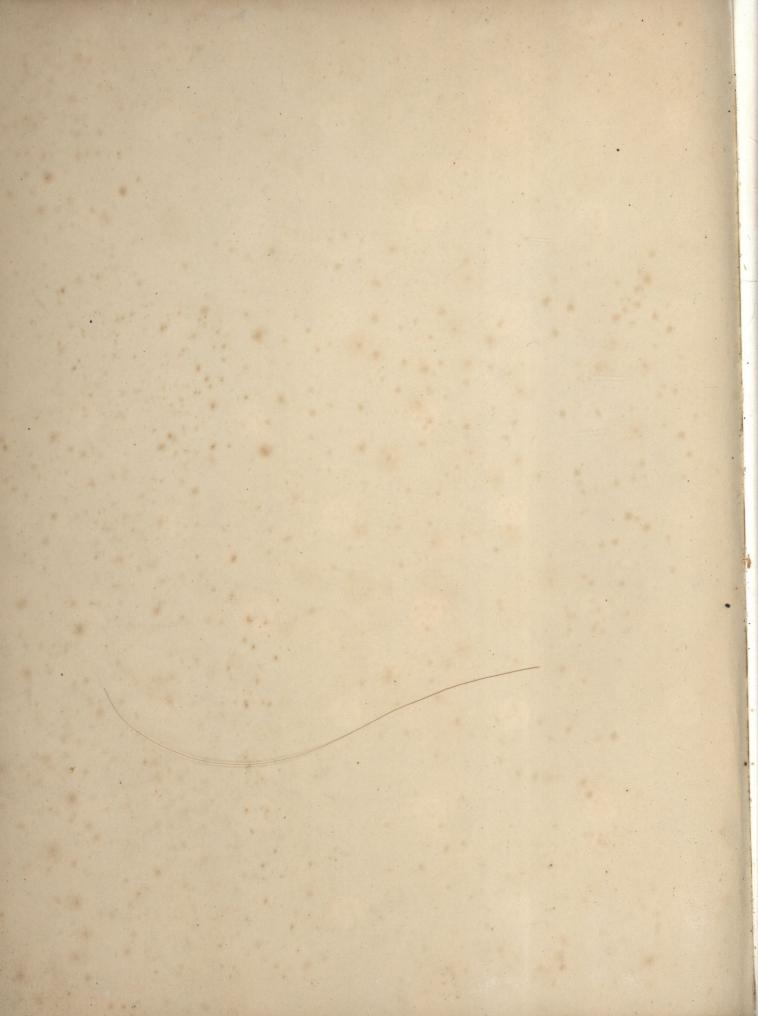
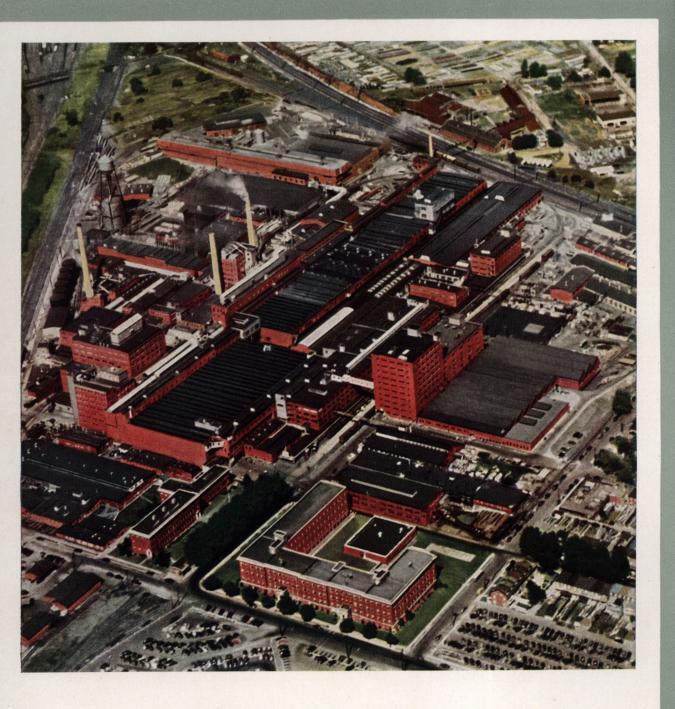
# ARMSTRONG'S











FLOOR DIVISION PLANT

ARMSTRONG CORK COMPANY

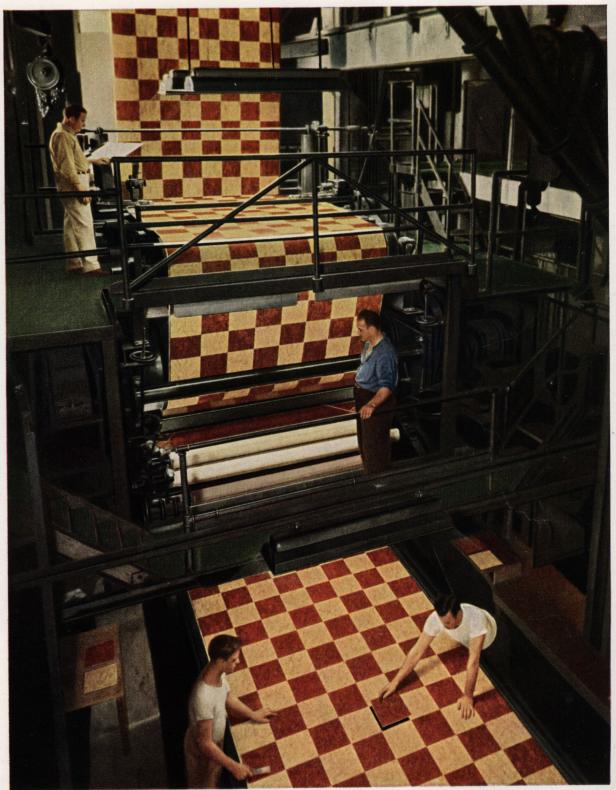
Lancaster, Pennsylvania

# ARMSTRONG'S

LINOLEUM . . . LINOWALL QUAKER WALL COVERING QUAKER AND STANDARD RUGS & FLOOR COVERING



ARMSTRONG CORK COMPANY
Floor Division Lancaster, Pennsylvania



This giant rotary press at Lancaster, Pennsylvania, produces Armstrong's Straight Line Inlaid Linoleum. Stand-

ing three stories high, it is so controlled and synchronized that it operates with the precision of a fine instrument.

## **ARMSTRONG'S**

#### ... a name and a nation

In the course of a single lifetime, a truly remarkable change has taken place in the appearance of American homes. An equally notable change has taken place in our stores and shops and offices. Many people are generally aware of what has happened, but few have stopped to think about the reasons.

Until well after the turn of this century, there had been no important change in interior architecture and decoration for over a hundred years. Look at pictures of two old grocery stores, for example, and you have a hard time telling which was taken in 1910 and which in 1860. About the only clue you can find is in the lighting fixtures. The same thing was largely true of homes. The house of 1915 was much like the house of 1865, and not too different from the house of 1810, except for superficial changes in furniture style.

Interior decoration was long in the doldrums. That fact was particularly evident in the use of color. Decade after decade, most homes were monotonously alike, generally dominated by lifeless color schemes and somber browns and grays. Looking back, the reason is not difficult to see. Wood floors were almost universally used and, inevitably, the floor area in any room set the decorative plan. Even when rugs and carpets were used, the floor exerted a limiting influence on the choice of color.

The free use of color finally came into general decoration when colorful floors became available—and it was linoleum that put color in flooring. To a greater degree than most people realize, the great change that has taken place in American homes and shops is very closely related to the rise of Armstrong's Linoleum as a practical and decorative flooring material.

The development of linoleum as a general flooring material for every room in the house, and for every type of commercial establishment, is closely linked to Armstrong's history. Linoleum has been made since 1863, but for the first fifty years it was only a utilitarian floor covering, far from beautiful. It was used principally in kitchens and back rooms because it was inexpensive and easy to clean.

It was the Armstrong concept that changed linoleum from a floor covering to a flooring . . . from a purely utilitarian material to a material of real beauty . . . and was the inspiration for a virtual revolution in interior decoration.

For many years, Armstrong stood alone in advocating linoleum as a general flooring and in the development of improved materials and better methods of installation. The bright and colorful rooms that Armstrong began to picture in the magazines as a means of telling the public what might be done, seemed strange indeed in those years just after the First World War. They were a far cry from the gloomy interiors to which the public had long been accustomed. Gradually the new decorative approach found receptive minds. The whole nation's concept started to change. Things other than linoleumnew materials and new architectural standards -also played their parts, but the role of Armstrong's Linoleum was an important one.

The growth in the use of linoleum floors has been truly remarkable. Only twenty-five years ago, it would have been very difficult to find a smart store or shop with a linoleum floor. Today, in all of the nation's shopping centers, colorful linoleum floors are commonplace. It is unquestionably the first choice of the best architects and store designers.



Kitchens, like other rooms, have had a revolution in decoration. Modern kitchens are planned for beauty as

well as efficiency. This one combines Armstrong's Marbelle, Styles 021 and 09, accented with cadet blue spots.

Our homes offer a parallel change. Twenty-five years ago, it was rare indeed to find a lino-leum floor in any room other than a kitchen or bath. Today, linoleum floors are everywhere—living rooms, bedrooms, dining rooms, libraries, and halls. Hundreds upon hundreds of apartment houses, including the most distinguished,

have Armstrong's Linoleum everywhere. Many thousands of homes, from Maine to California and from Canada to the Gulf, have Armstrong Floors in every room. Linoleum floors are no longer a new idea in home decoration. They are an accepted first choice by discriminating people in every section of the nation.

In this book, many patterns and colorings that make up the Armstrong Line are pictured. Patterned linoleum, like Straight Line and Embossed, carry their own decorative appeal. The other types of Armstrong's Linoleum—Marbelle, Plain, and Jaspé—are not only used as over-all floorings but are also frequently used in the creation of "custom" floors where the decorative effect is achieved by treating linoleum as a basic material to be cut and shaped into almost any conceivable design. The use of Armstrong's Linoleum in this way has grown constantly, because there is no other flooring material that can be used with such ease for the creation of distinctive custom floors.

The acceptance of Armstrong's Linoleum by

Although linoleum is classed as a "modern" material, Armstrong's Embossed Inlaid, Style 5352, in a bathroom

the public as a general flooring for all kinds of interiors has been accelerated by the "modern" trend in architecture. This is true in residences as well as commercial and institutional buildings. Linoleum is definitely a "modern" material. Watch the magazines and you'll very seldom see any structure designed with a modern feeling that does not have a linoleum floor.

While linoleum is constantly favored by modernists, it is also used today with almost equal enthusiasm by those whose tastes are in more traditional veins. As you study the Armstrong Line, you will notice many designs and color effects that have obviously been created to harmonize with the older decorative schools. When properly chosen, Armstrong's Linoleum is as

decorated in early American fashion, shows how adaptable linoleum is to the traditional styles of decoration.





The ability of Armstrong's Linoleum to withstand hard wear makes it an ideal flooring choice throughout small

homes where limited floor areas receive extra heavy wear. The Marbelle is Style 037, inset with 49 and 33.

much at home with Chippendale and Duncan Phyfe furniture as with the chromium and plastics and glass of the contemporary school.

In the residential field, particularly in recent years, the trend toward smaller homes, and the use of a single room for many purposes, has made more and more housewives look with favor on Armstrong Floors. Linoleum's great ability to maintain its appearance despite heavy usage, the ease with which it can be cleaned, and its complete freedom from costly refinishing are all important considerations.

Linoleum has always been a comparatively easy-to-clean floor, but that quality has been

greatly increased by Armstrong developments during recent years which have made the surface even smoother and more impervious. Maintenance has also been eased by the new water emulsion waxes and the development of Armstrong's Linogloss Wax, especially formulated for use with Armstrong's Linoleum.

Ease of cleaning, a quality prized by the housewife, is an equally important consideration to the business man. The maintenance of floors is often a substantial expense item and ways and means of reducing it are important. There are many cases on record where an Armstrong Floor has paid for itself in a relatively short time

In the finest homes, where an atmosphere of rich dignity is much prized, Armstrong's Linoleum is used in through savings made possible by substantial reductions in floor maintenance costs.

Many other considerations are also important in the commercial field. The custom possibilities, already mentioned, frequently have a more than decorative value to the store owner. Lines can be inlaid in the floor to direct traffic, departmental areas can be set apart by floor design, sections can be designated by symbols, and names and trade-marks cut into the floor for their display value. For business men and their architects Armstrong's Bureau of Interior Decoration provides a floor designing service. Upon a request submitted through an Armstrong mer-

every type of room. This library floor of Armstrong's Embossed Inlaid, Style 5751, is a typical illustration.





Many changes in the decoration and planning of stores, shops, and offices have been inspired by Armstrong's

color pages in the national magazines. The red pins mark the features of special interest in this dentist's suite.

chant, the Bureau designs, free of charge, a custom designed floor to fit any specified purpose. The possibilities are almost endless, being limited only by the ingenuity of the floor designer and the skill of the installation mechanic.

Fortunate for the development of the linoleum business, and a big factor in its growth, has been the constant increase in the number of Armstrong merchants who have been foresighted enough to make quality installation available to their customers. The satisfaction that any linoleum floor gives is dependent, in a very considerable measure, upon the care with which it is installed. It is only natural that Armstrong merchants should be in the forefront because Armstrong has pioneered most of the important developments in installation techniques as well as having developed and perfected many of the tools now used in the trade. Throughout the years Armstrong's Laying School has been the proving ground for new installation methods and since its beginning almost a quarter century ago thousands of mechanics from all over the country have enrolled in it to learn the most efficient methods of linoleum installation. Today you will find that a large share of the nation's best linoleum mechanics have been trained in the Armstrong Laying School.

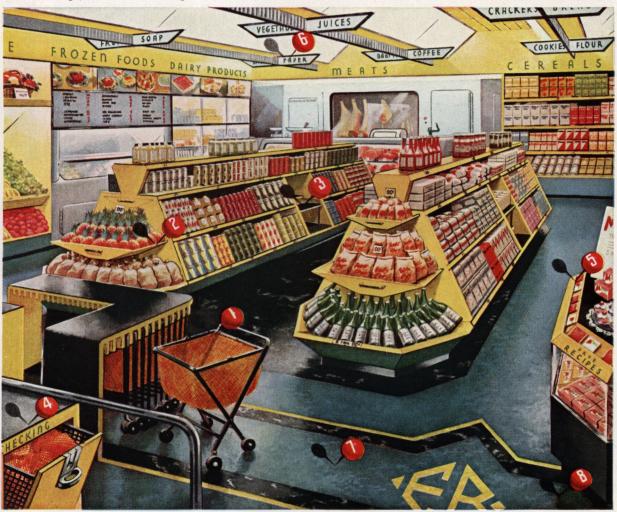
Advancement in installation is one of many improvements that has come about as a direct result of continuing study in Armstrong's Research Laboratories. These laboratories are, by a wide margin, the largest and best equipped of their kind. They are staffed with trained scientists, who develop a constant succession of quality improvements.

Working hand in hand with these men are Armstrong engineers. To them goes the credit for developing many of the intricate machines used in today's mass production of linoleum. A large number of these machines are constructed in Armstrong's own machine shops.

Machines are important—but more important are men. In the type and character of the workers who make Armstrong's Linoleum lies the most important reason why it has become so world famous for quality. A very high percentage of these men are descendants of the early settlers of the Pennsylvania Dutch country of eastern Pennsylvania. All have a strong feeling for real craftsmanship and a very high sense of personal integrity. It is a part of the honor of such men to make everything the best they can. Armstrong's Linoleum could not be so good as it is if it were not for the high personal standards of the men who make it.

This food store, one of a long series of Armstrong's "model" shops, illustrates how important a colorful and

decorative floor can be in the appearance of a store where a fresh and clean look is so vital to a successful business.





Armstrong's Marbelle, Style 017, inset with a wheat motif, creates a floor that is perfectly at

home with the period decoration of this bakery. Other designs would fit with modern decoration.

There are few products of any kind that are universally recognized as the leaders in their field in all sections of the country and among all types of buyers. Yet that can be truthfully said to be the case with Armstrong's Linoleum. For a large segment

of America, the Armstrong name has become synonymous with the finest in resilient flooring.

Much of the high favor in which that name is held derives from the known quality of Armstrong products, but some of the meaning of the

#### NOTICE ON COLOR VALUES

While we have bent every effort to reproduce all patterns faithfully in this book, the limitations of color printing are such that we cannot guarantee, in every case, an exact duplication of the color values of the actual goods. Where possible, it is suggested that quality samples be employed to match colors with other materials.

name also comes from the influence that Armstrong had in pioneering and fostering new decorative trends. Behind the Armstrong name, there is an appreciation of what has been accomplished by the designers who create the styles of Armstrong's

Linoleum. And credit is given to the decorators on the staff of the Armstrong Bureau of Interior Decoration who have helped America use Armstrong Floors to create brighter and better homes and more pleasant and successful stores and shops.



ARMSTRONG'S
PLAIN
LINOLEUM

## ARMSTRONG'S PLAIN LINOLEUM

Plain Linoleum is linoleum in solid colors without design. Originally, linoleum of this type was made from ground cork, oxidized linseed oil, resins, and color pigments, but in recent years as lighter and brighter colors have been desired the ground cork has been largely replaced by finely ground wood flour. The result is a product that has not only a more attractive appearance but also a smoother surface, with no sacrifice in wear resistance. During the manufacture of linoleum, the raw materials are combined in accurately controlled portions and blended thoroughly to produce a substance known as "linoleum mix." This mix is then compressed between huge rolls and bonded under tremendous pressure to a burlap or felt backing.

Armstrong's Plain Linoleum is distinguished by its unusually smooth texture, even surface, and uniform coloring. These desirable characteristics are the result of careful processing which reduces raw materials to extreme

fineness and then mixes them thoroughly.

The twenty-seven clear, rich colors in the Armstrong Line of Plain Linoleum have been carefully chosen for a maximum of harmony. Color tones are related and contrasted for the greatest possible effectiveness in planning custom floors using borders, Linostrips, and Linosets. Also, the colors in Armstrong's Plain Linoleum have been planned to harmonize well with the colors in other types of Armstrong's Linoleum.

In addition to its use as a resilient flooring, Armstrong's Plain Linoleum is an excellent covering material for counters, shelves, and other surfaces.

Armstrong's Plain Linoleum is available in two different gauges—Heavy (1/8") on a burlap backing and Standard (3/32") on an Armofelt backing. Armofelt, an exclusive Armstrong feature, is a fresh-fiber rag felt saturated with a clear resin that does not mar light colored woodwork during installation. Linoleum with an Armofelt backing is easy to handle because of its extreme flexibility. It can be pasted to wood subfloors without lining felt and can be removed easily without damage to floor boards.

Formerly, Plain Linoleum was made in an extra heavy  $\frac{3}{16}$ " gauge in a limited number of colors, but this gauge has not been renewed since the war. The term "Battleship Linoleum" is frequently applied to the  $\frac{3}{16}$ " and Heavy ( $\frac{1}{8}$ ") gauges of No. 20 Brown, No. 21 Evergreen, No. 22 Dark Gray,

No. 25 Terra Cotta, No. 27 Black, and No. 46 Chocolate.

#### LINOSTRIPS AND BORDER MATERIAL

One inch and ½" wide Linostrips are made in all Plain linoleum patterns. Border material in standard widths, 6", 9", and 12" and 20 to 33½ yards long, is available in Plain Black No. 27, Chocolate No. 46, Midnight Blue No. 30, Ruby No. 40, and Black Marbelle No. 021. In addition, border material in any color or gauge of Marbelle, Plain, and Jaspé can be furnished in special widths ranging from 3" to 3'-0" wide.



Brown No. 20 3/16", Heavy (1/8"), and Standard Gauge



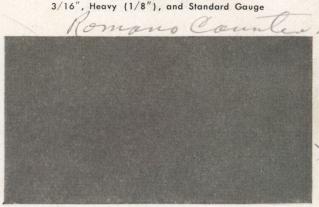
Evergreen No. 21 3/16", Heavy (1/8"), and Standard Gauge



Dark Gray No. 22 3/16", Heavy (1/8"), and Standard Gauge



White No. 23 Heavy (1/8") and Standard Gauge



Pearl Gray No. 24 Heavy (1/8") and Standard Gauge



Terra Cotta No. 25 3/16", Heavy (1/8"), and Standard Gauge

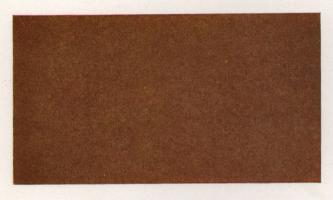
## ARMSTRONG'S PLAIN LINOLEUM



Silver Gray No. 26 Heavy (1/8") and Standard Gauge



Black No. 27 3/16", Heavy (1/8"), and Standard Gauge



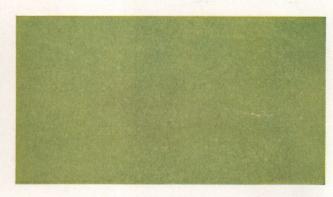
Tan No. 28 Heavy (1/8") and Standard Gauge



Cadet Blue No. 29
Heavy (1/8") and Standard Gauge



Midnight Blue No. 30 Heavy (1/8") and Standard Gauge



Chartreuse No. 33 Heavy (1/8") and Standard Gauge

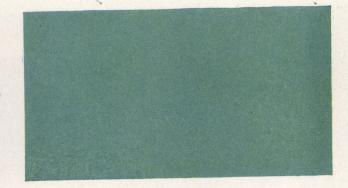
## ARMSTRONG'S PLAIN LINOLEUM



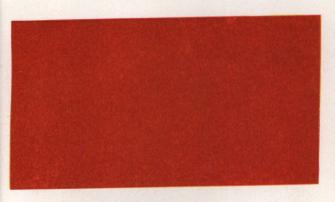
Cerulean Blue No. 34 Heavy (1/8") and Standard Gauge



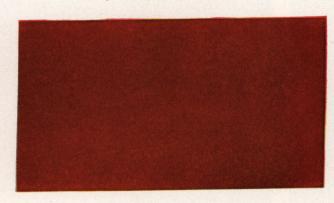
Deep Rose No. 37 Heavy (1/8") and Standard Gauge



Turquoise No. 38 Heavy (1/8") and Standard Gauge



Chinese Red No. 39 Heavy (1/8") and Standard Gauge



Ruby No. 40 Heavy (1/8") and Standard Gauge



Orange No. 41 Heavy (1/8") and Standard Gauge

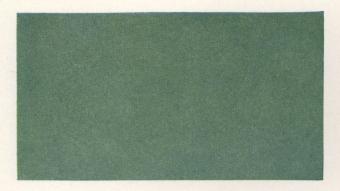


Jade No. 42 Heavy (1/8") and Standard Gauge



Oriental Blue No. 43 Heavy (1/8") and Standard Gauge

## ARMSTRONG'S PLAIN LINOLEUM



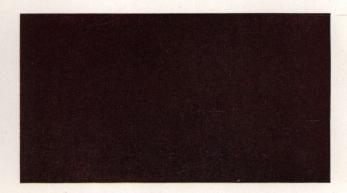
Willow Green No. 44 Heavy (1/8") and Standard Gauge



Fawn No. 45 Heavy (1/8") and Standard Gauge



Chocolate No. 46 3/16", Heavy (1/8"), and Standard Gauge



Eggplant No. 47 Heavy (1/8") and Standard Gauge



Canary Yellow No. 48 Heavy (1/8") and Standard Gauge



Coral No. 49 Heavy (1/8") and Standard Gauge





Copper Rust No. 60 Heavy (1/8") and Standard Gauge



ARMSTRONG'S

JASPÉ
LINOLEUM

## ARMSTRONG'S JASPÉ LINOLEUM

Jaspé Linoleum presents a multi-tone striated appearance. This pleasing effect, which also helps to conceal dust and traffic marks, is achieved by mixing varying shades of one or several plain colors and pressing this mixture between huge rolls which bond it to the backing.

The Armstrong Jaspé Line, which offers seventeen patterns ranging from soft wood tones and warm grays to brighter greens, blues, and reds, is distinguished by the presence of a number of light colors. Originally jaspé was made only in dark colors and was used primarily in the commercial and institutional markets, but the present Armstrong Line offers a broad color selection highly desirable for residential use as well. Jaspé is used only to a limited degree in kitchens, but it is widely used and is finding an ever-increasing market in living rooms, dining rooms, and bedrooms where it fits in extremely well with either modern or period furnishings.

Due to rigidly controlled manufacturing processes, the striated lines in Armstrong's Jaspé are uniformly parallel, a desirable feature which helps to make seams virtually invisible.

Armstrong's Jaspé Linoleum is made in two gauges—Heavy (1/8") with a burlap backing and Standard (3/32") with an Armofelt backing. Standard Gauge Jaspé is an exclusive Armstrong product.



Apple Green No. 1 Heavy (1/8") and Standard Gauge



Dawn No. 2 Standard Gauge Only

ARMSTRONG'S
JASPÉ LINOLEUM

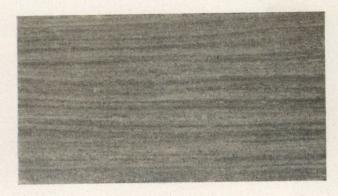
2 yards wide



Onyx No. 3 Standard Gauge Only



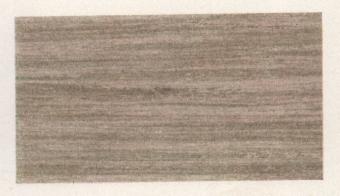
Light Taupe No. 4 Heavy (1/8") and Standard Gauge



Platinum Gray No. 5 Standard Gauge Only



Azure Blue No. 6 Heavy (1/8") and Standard Gauge



Beige No. 7 Standard Gauge Only



Teak Brown No. 8 Heavy (1/8") Gauge Only



Tan No. 9 Heavy (1/8") and Standard Gauge



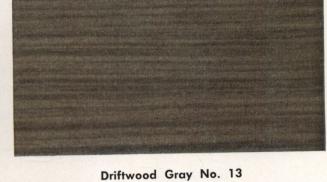
Marine Blue No. 11 Heavy (1/8") Gauge Only

#### ARMSTRONG'S JASPÉ LINOLEUM

2 yards wide



Taupe No. 12 Heavy (1/8") Gauge Only



Heavy (1/8") Gauge Only



Rose Taupe No. 14 Heavy (1/8") Gauge Only



Malay Brown No. 16 Heavy (1/8") and Standard Gauge



Ebony No. 17 Heavy (1/8") and Standard Gauge

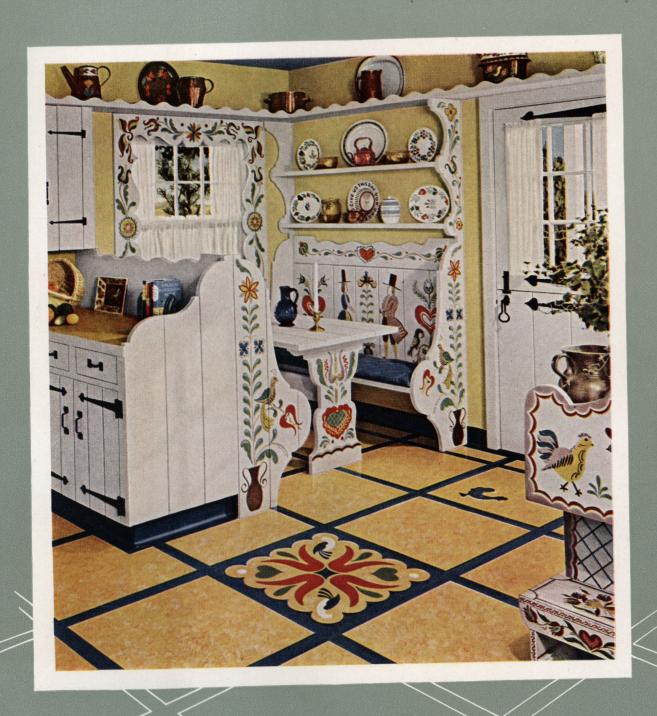


Wine No. 18 Heavy (1/8") and Standard Gauge





Hunter Green No. 19 Heavy (1/8") Gauge Only



ARMSTRONG'S
MARBELLE
LINOLEUM

## ARMSTRONG'S MARBELLE LINOLEUM

Armstrong's Marbelle® Linoleum is a colorful, practical flooring that offers an allover marbleized appearance. It has a distinctive non-directional graining which simplifies cleaning by tending to conceal dirt. This graining extends all the way through the wearing surface of the material.

The twenty-four patterns that comprise the Armstrong Marbelle Line have been designed to provide a wide selection of colorings that can be used alone or in combination with one another. These patterns also harmon-

ize with the colors in Armstrong's Plain Linoleum.

Heavy Gauge Marbelle is made with a burlap backing, Standard Gauge with Armstrong's exclusive Armofelt backing, and Light Gauge with a saturated felt backing with the Safety-Back feature. Both Standard Gauge and Light Gauge Marbelle can be pasted directly to wood subfloors and later removed without damage to the floor boards.

To simplify the designation of patterns, the same pattern numbers are now used to refer to Heavy (1/8"), Standard, and Light Gauge Marbelles with the same coloring. However, due to manufacturing limitations, slight differences in the character of the graining are likely to appear in different gauges of the same pattern. Consequently, extreme care should be exercised in matching graining in those unusual cases where two different gauges

of the same pattern are to be installed in one area.

Because of its ability to withstand hard wear, Heavy Gauge Marbelle is recommended for stores, entrance lobbies, corridors of public buildings, and similar areas that are subjected to constant traffic. Although Heavy Gauge offers the greatest wearing thickness per dollar of cost, many residential and commercial installations do not require extreme durability and, consequently, Standard Gauge is a popular choice. Armstrong's Light Gauge Marbelle Linoleum is an economical flooring material for low-cost housing.



Approximately 1/4 actual size

This azure blue Marbelle combines an eggshell white with various blue shadings to produce the delicate tracery that gives it depth and beauty. The white undertones provide a recurring spark of light in contrast to the cool blue shades. This pattern is ideal for homes as well as for large and small stores. Color schemes: see suggestions 10, 15, 22, and 23 on pages 214–215.

# ARMSTRONG'S MARBELLE LINOLEUM No. 02

Heavy, Standard, and Light Gauge
2 yards wide



Approximately 1/4 actual size

ARMSTRONG'S MARBELLE LINOLEUM No. 03

Standard Gauge Only

2 yards wide

The rich, deep brown tones of this new Marbelle make it a handsome floor for living rooms, dining rooms, libraries, studies, music rooms, and a pleasing background for rugs. It lends an air of dignity to small shops and offices and is exceptionally practical for various areas that require a serviceable floor color. See color scheme suggestions 1, 6, 12, 13, and 17 on pages 214-215.



Approximately 1/4 actual size

This pattern—rich in old ivory, coral, peach, and brown—reflects all the warmth and freshness of sunlight, especially when used in rooms reached by little outside light. And its rich coloring produces pleasing effects in kitchens and breakfast rooms, and in stores and public institutions of many types. Color schemes: see suggestions 2, 4, 6, 13, and 16 on pages 214–215.

ARMSTRONG'S
MARBELLE LINOLEUM
No. 04

Standard and Light Gauge
2 yards wide



Approximately 1/4 actual size

## ARMSTRONG'S MARBELLE LINOLEUM No. 07

Heavy, Standard, and Light Gauge
2 yards wide

This rich Marbelle flooring combines a deep wine red with graining of lighter red to create a luxurious effect. The bright marbleized colorings are ideal as a base for warmer color schemes in kitchens, baths, living rooms, dining rooms as well as in stores, shops, and other commercial installations. Color schemes: see suggestions 8, 16, 23 on pages 214–215.

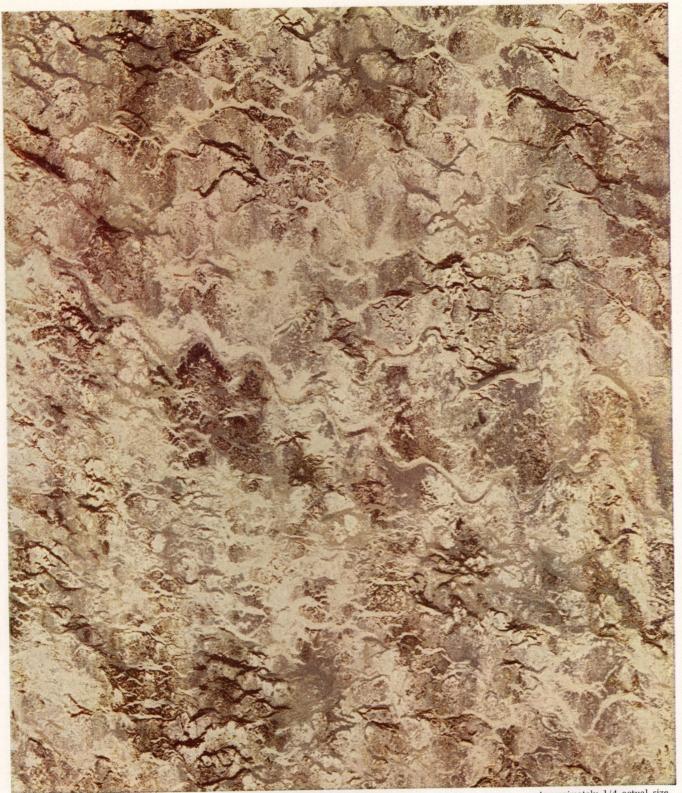


Approximately 1/4 actual size

Suggestive of the cool, natural coloring of Kentucky bluegrass, this pattern combines various shadings of green with warm ivory. Exceedingly serviceable, it is easily adapted to a wide range of uses in homes and large and small store areas—as well as in apartment lobbies, restaurants, theatres, and hospitals. Color schemes: see suggestions 2, 14, 21, and 24 on pages 214–215.

# ARMSTRONG'S MARBELLE LINOLEUM No. 08

Heavy, Standard, and Light Gauge
2 yards wide



Approximately 1/4 actual size

ARMSTRONG'S MARBELLE LINOLEUM No. 09

Heavy and Standard Gauge

2 yards wide

Creamy brown in color, this distinctive Marbelle can be used very effectively with a host of contrasting tones. A good basic color, it provides the foundation for an attractive room scheme in such places as kitchens, baths, and dining rooms, large and small stores, schools, restaurants, and other public buildings. Color schemes: see suggestions 1, 7, 9, 13, 21 on pages 214–215.



Approximately 1/4 actual size

This Marbelle pattern is delicately grained in tones of rich brown and tan, making it an easy floor to combine with such complementary colors as blue and green. Besides being suitable for use in homes, it is an excellent flooring for large and small stores, banks, clubhouses, schoolrooms, offices, and churches. Color schemes: see suggestions 1, 3, 17, and 25 on pages 214–215.

# ARMSTRONG'S MARBELLE LINOLEUM No. 012

Heavy and Standard Gauge

2 yards wide



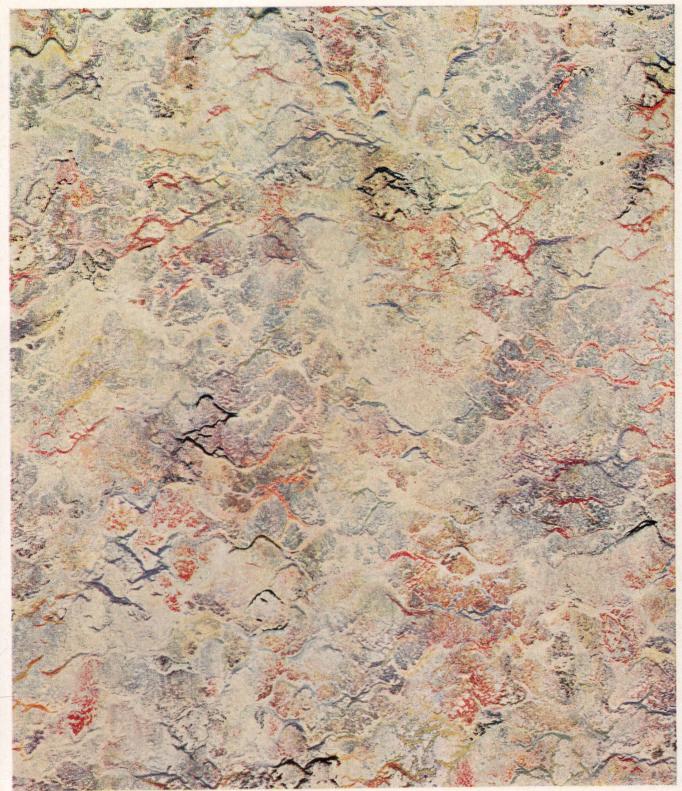
Approximately 1/4 actual size

ARMSTRONG'S
MARBELLE LINOLEUM
No. 013

Heavy and Standard Gauge

2 yards wide

Delphinium blue, flecked with black and white undertones, best describes the coloring of this Marbelle. Strikingly smart and practical for kitchens and bathrooms, it provides a floor that does not readily show footprints and is excellent for heavier traffic areas in stores, offices, and public buildings. Color schemes: see suggestions 3, 5, 10, 14, and 22 on pages 214–215.



Approximately 1/4 actual size

This striking Marbelle employs every color in the spectrum—blended in a variety of light and dark tones. These colors combine to form an all-purpose pattern suggesting an infinite number of highly colorful room schemes. Easy to keep clean looking, this pattern is excellent for both home and commercial uses. Color schemes: see suggestions 4, 12, 22, 23, 24, pages 214–215.

## ARMSTRONG'S MARBELLE LINOLEUM No. 015

Standard and Light Gauge
2 yards wide

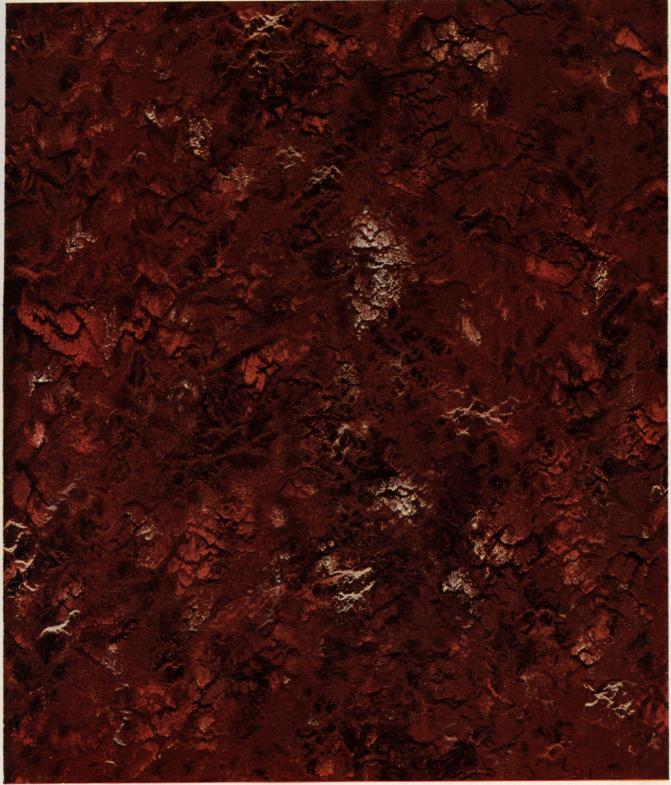


Approximately 1/4 actual size

## ARMSTRONG'S MARBELLE LINOLEUM No. 016

Heavy, Standard, and Light Gauge
2 yards wide

This white Marbelle, with its accents of black and Chinese red, produces an atmosphere of cleanliness and daintiness. It is light in over-all tone, yet its graining is strong enough to make it practical on almost any floor area. Its coloring is particularly useful in kitchens and bathrooms and in small stores. Color schemes: see suggestions 2, 9, 16, and 23 on pages 214–215.



Approximately 1/4 actual size

Rich terra-cotta tones, veined with black, ivory, and orange, blend together to produce this striking pattern, which can be used as the starting point for a variety of highly colorful room schemes. The strong, dominant effect of this Marbelle makes it especially desirable in places where showmanship is important. Color schemes: see suggestions 1, 6, 7, 11, 18 on pages 214–215.

ARMSTRONG'S
MARBELLE LINOLEUM
No. 017

Heavy and Standard Gauge

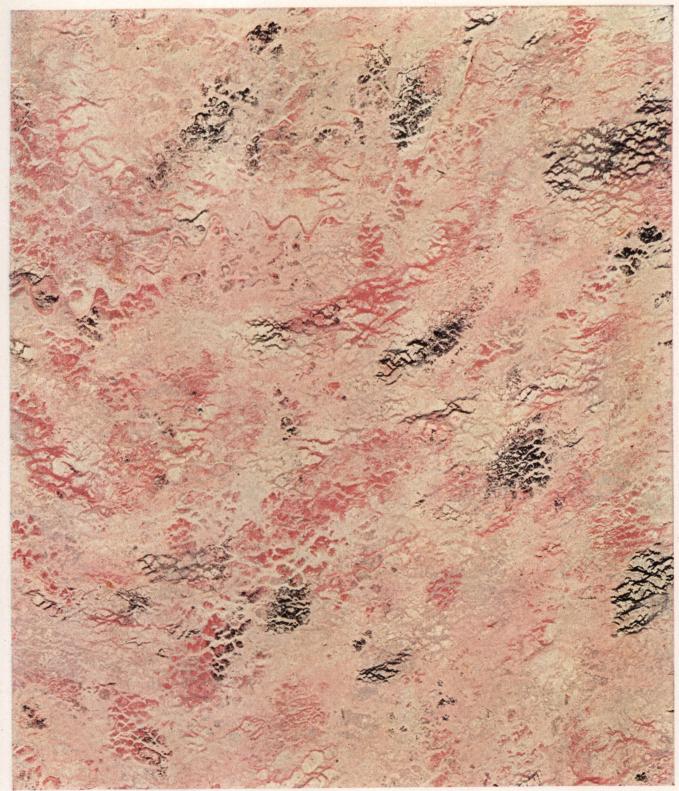


Approximately 1/4 actual size

## ARMSTRONG'S MARBELLE LINOLEUM No. 018

Heavy, Standard, and Light Gauge

There's a feeling of spaciousness in this pearl gray Marbelle design with its delicate undertones of ivory and its restrained veinings of black. An extremely practical pattern, this floor is ideal for kitchens, halls, bathrooms, and for commercial and institutional floor areas subjected to unusually heavy traffic. Color schemes: see suggestions 2, 8, 11, 12, 19, 24 on pages 214–215.

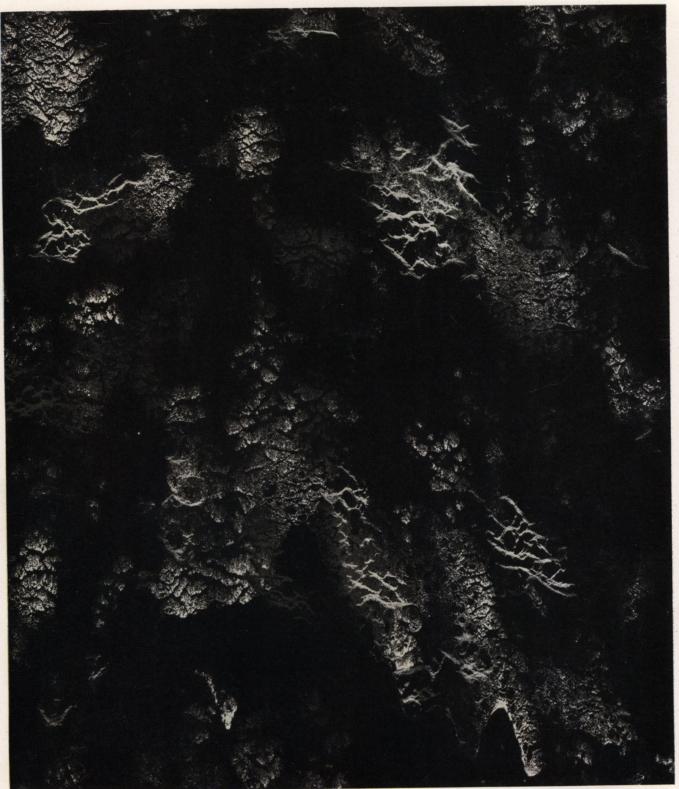


Approximately 1/4 actual size

Highlighted by coral, with subtle grainings of light and dark taupe, this Marbelle provides a pleasing pastel effect. Rich in texture, it is easy to keep neat looking, shows little evidence of traffic, and is a residential as well as a commercial favorite wherever a clean and cheerful atmosphere is desired. Color schemes: see suggestions 9, 10, 13, 14, and 16 on pages 214–215.

## ARMSTRONG'S MARBELLE LINOLEUM No. 019

Standard and Light Gauge

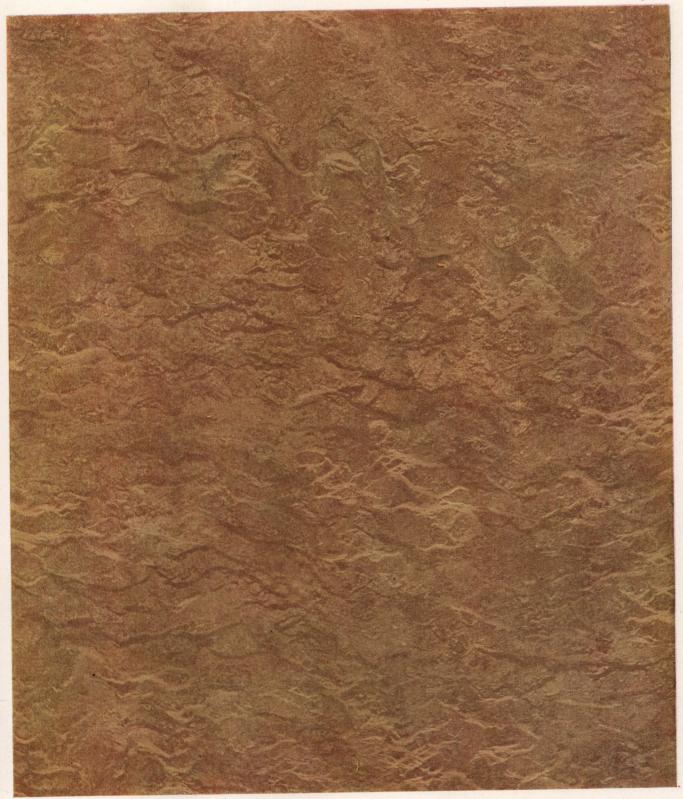


Approximately 1/4 actual size

#### ARMSTRONG'S MARBELLE LINOLEUM No. O21

Heavy, Standard, and Light Gauge
2 yards wide

Marbleized black is always striking, always dignified—and in this particular pattern, accents of white have been combined with ebony black to give a tone of informality to an otherwise restrained coloring. Easily adapted to custom insets, this pattern is suitable for securing any number of smart floor effects. Color schemes: see suggestions 2, 11, 12, 15, 18, 20 on pages 214–215.

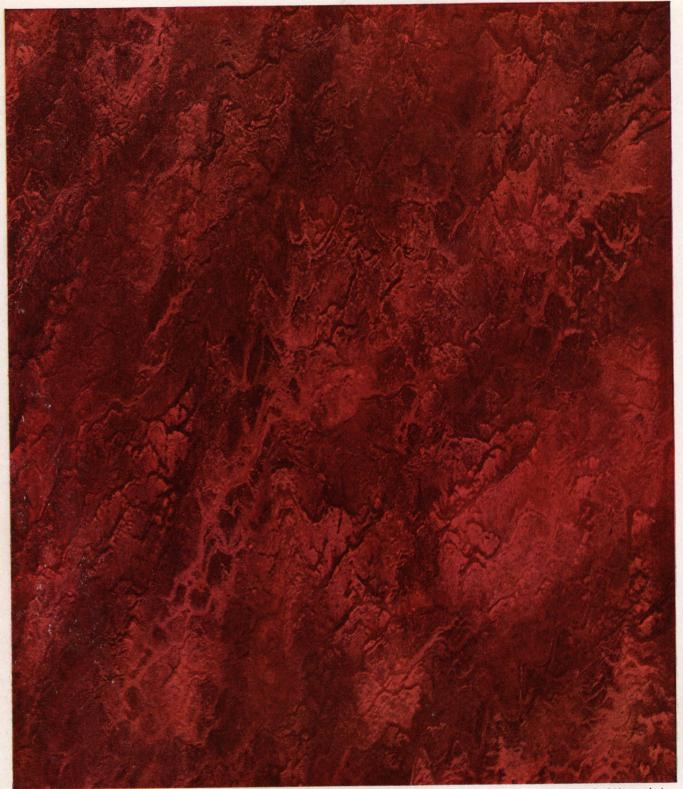


Approximately 1/4 actual size

The light golden tones of this Marbelle are ideally suited for use where a cheerful floor effect is desired. In homes, it is a good choice for living rooms, dining rooms, and bedrooms. In stores and shops, it effectively sets off merchandising displays without detracting from the appeal of individual items. For effective color schemes, see suggestions 3, 10, 17, 22, and 23 on pages 214–215.

ARMSTRONG'S
MARBELLE LINOLEUM
No. 023

Standard Gauge Only

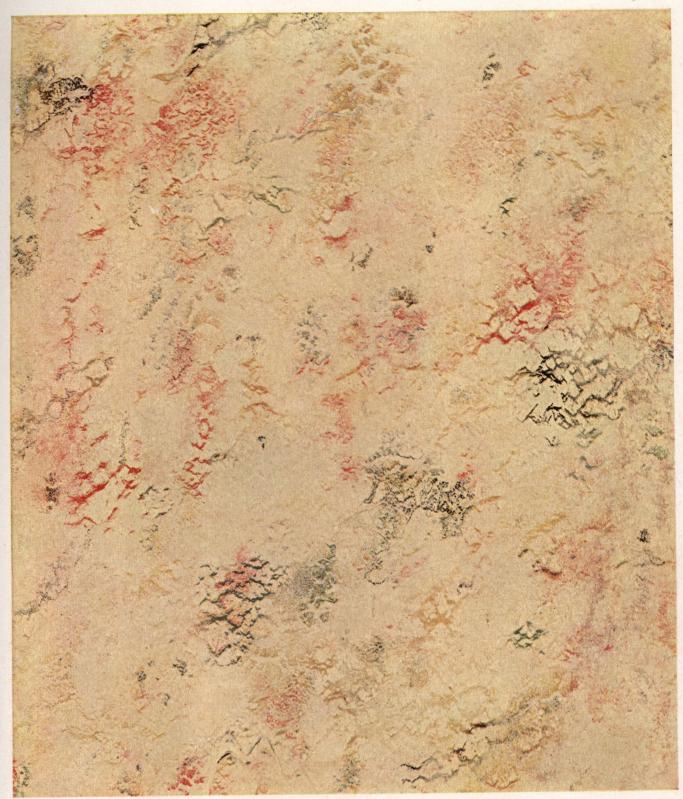


Approximately 1/4 actual size

ARMSTRONG'S
MARBELLE LINOLEUM
No. 027

Heavy, Standard, and Light Gauge
2 yards wide

This high style pattern, brilliantly veined in light and dark tones of Burgundy red, looks striking on any floor, residential or commercial. It provides an effective foil for a wide variety of contrasting colors and will add warmth to any floor where it is used—whether in homes, offices, stores, or institutions. Color schemes: see suggestions 1, 8, 9, 14, and 19 on pages 214–215.



Approximately 1/4 actual size

This pleasing pattern is noteworthy for its strong, rich marbling as well as for its harmonious blending of soft tones in beige and tan, highlighted with delicate shadings of red, green, and black veining. It is ideally suited for kitchens and baths in homes and also for use in commercial establishments of all types. Color schemes: see suggestions 4, 6, 21, 23, and 25 on pages 214–215.

## ARMSTRONG'S MARBELLE LINOLEUM No. 028

Heavy, Standard, and Light Gauge
2 yards wide

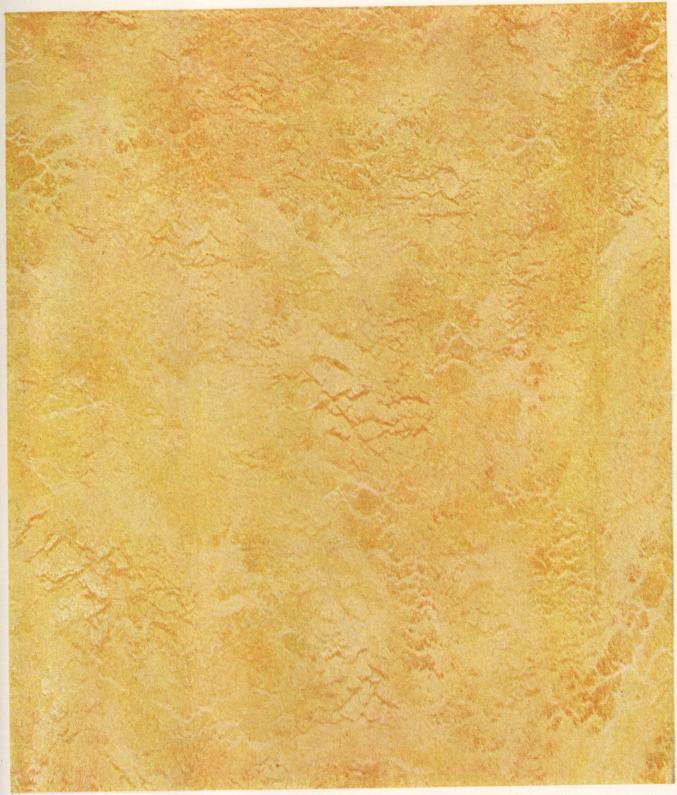


Approximately 1/4 actual size

#### ARMSTRONG'S MARBELLE LINOLEUM No. 030

Heavy, Standard, and Light Gauge
2 yards wide

Eggplant, soft greens, and warm tangerine shadings on an ivory background are skilfully blended in this rich pattern. The subtlety of colors in the floor emphasizes its attractiveness and neatness. Its ability to reflect warmth and cheer makes it equally popular for home, institutional, and commercial usage. Color schemes: see suggestions 6, 11, 20, and 21 on pages 214–215.



Approximately 1/4 actual size

A warm, sunny feeling predominates in this marbleized pattern of blended shades of yellow on an ivory background. Its bright and cheerful appearance makes it ideal for powder rooms, kitchens, bathrooms, breakfast nooks, and sun porches. It is equally effective as a floor for smart shops, stores, and offices. Color schemes: see suggestions 6, 12, 15, 22, 24 on pages 214–215.

ARMSTRONG'S
MARBELLE LINOLEUM
No. 031

Standard and Light Gauge
2 yards wide



Approximately 1/4 actual size

# ARMSTRONG'S MARBELLE LINOLEUM No. 032

Heavy, Standard, and Light Gauge
2 yards wide

This crisp white and black Marbelle pattern, veined with cream, reflects all the dignity, quality, and cleanliness of marble. Because of its smart and dignified appearance, this floor is equally suited for home and business interiors, including kitchens and bathrooms, stores of all types, and public institutions. Color schemes: see suggestions 2, 4, 5, 9, 12, 16 on pages 214–215.



Approximately 1/4 actual size

Closely spaced veins of burnt umber, black, mahogany, and tan are blended to form this richly decorative pattern. Because of its ability to hide footprints, this Marbelle is a practical choice where tracked-in dirt is a problem. It is suitable for many types of floors in homes as well as in stores, offices, tearooms, lobbies. Color schemes: see suggestions 1, 3, 13, 21, 25 on pages 214–215.

ARMSTRONG'S
MARBELLE LINOLEUM
No. 033

Heavy and Standard Gauge



Approximately 1/4 actual size

## ARMSTRONG'S MARBELLE LINOLEUM No. 034

Heavy, Standard, and Light Gauge

In this Marbelle pattern, softly blended tones of rust, green, tan, and black combine to produce an unusual multi-color effect. It can be used widely for both residential and commercial floors. The color and graining help to camouflage footprints and thus make this an ideal floor for almost any heavily used traffic areas. Color schemes: see suggestions 7, 11, 13, 25 on pages 214–215.



Approximately 1/4 actual size

The neutral silver gray of this Marbelle makes it suitable for use in many residential interiors, either alone or with other patterns. For small specialty stores and shops for women, it is dignified, distinctive, and practical. And Marbelle is a logical choice for offices, lounges, and waiting rooms, too. For varied types of color schemes, see suggestions 4, 6, 8, 12, and 20 on pages 214–215.

ARMSTRONG'S
MARBELLE LINOLEUM
No. 036

Standard Gauge Only



Approximately 1/4 actual size

ARMSTRONG'S
MARBELLE LINOLEUM
No. 037

Standard Gauge Only

2 yards wide

This soft, cool green is a color which readily lends itself to highstyle interior decoration. It's a charming floor color for living room, dining room, or bedroom, a handsome floor for shops, offices, and specialty stores. It gives almost the effect of a solid color, yet the marbleization conceals everyday dirt and dust. For color schemes, see suggestions 4, 6, 13, and 18 on pages 214–215.



ARMSTRONG'S
EMBOSSED
INLAID
LINOLEUM

#### ARMSTRONG'S EMBOSSED INLAID LINOLEUM

Embossed Inlaid Linoleum is an exclusive Armstrong product that has certain portions of the design depressed slightly so that other portions seem to stand out in relief. Another characteristic of Armstrong's Embossed Inlaid Linoleum is the mottled and shaded colors that are employed. Upon close examination it will be seen that each color tone in the pattern is created by a mixture of tiny flecks of bright color. This gives the finished linoleum un-

usual richness of appearance.

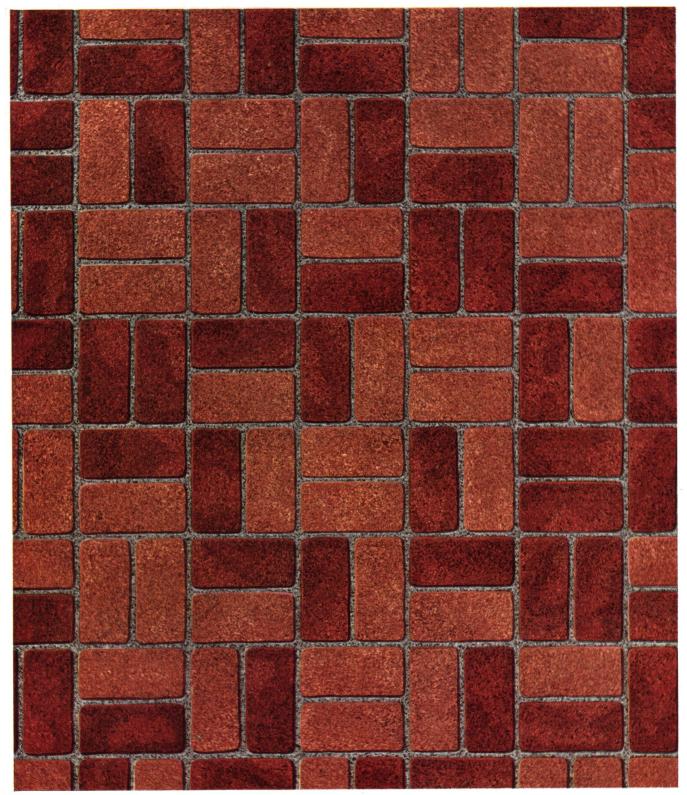
In the manufacture of Embossed Inlaid Linoleum, finely ground linoleum mix is arranged on the backing material in the proper pattern by a series of stencils. When all the colors of the design have been filled in, the mix is fused to the backing by the combined action of powerful hydraulic presses and controlled intense heat. A final pressing gives this linoleum its embossed appearance. As the linoleum passes through the press, parts of the design are depressed in such a way that other parts of it appear to be on several different levels of relief. This unusual effect, which is an exclusive feature of Armstrong's Embossed Inlaid, gives this linoleum special advantages in both appearance and serviceability.

Armstrong's Embossed Line offers a variety of colorful patterns ranging from old-world tile effects to modern, high style decorators' designs. Shaded blocks and variegated backgrounds add realism and depth to the patterns and, at the same time, help to camouflage footprints. Since the Armstrong process of Streamlined and Multi-plane embossing eliminates all sharp edges and deep crevices which might catch and hold dirt, cleaning Arm-

strong's Embossed Inlaid Linoleum is not difficult.

Where subfloors are slightly uneven, embossed inlaid is a particularly wise choice because the embossing breaks up the smooth surface of the material and tends to conceal minor subfloor irregularities.

Armstrong's Embossed Inlaid is made in two thicknesses—Heavy (1/8") on burlap backing and Standard (3/32") on Armofelt backing.

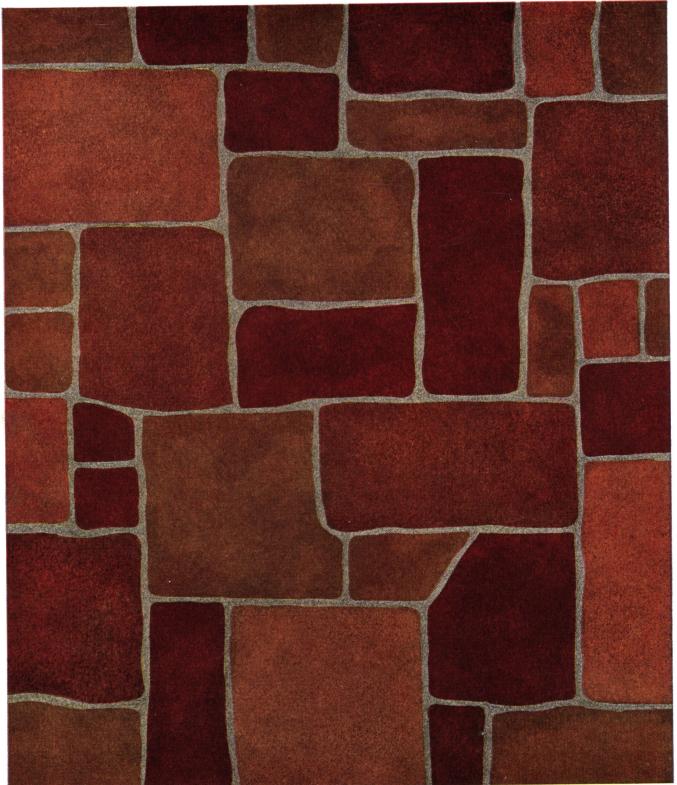


Approximately 1/4 actual size

In this pattern, interesting blocks of terra cotta and brick-red are separated by gray embossed mortar lines creating a design that captures the spirit of fine tile floors. Each brick-red section in the design is shaded to give a third dimensional appearance. This lovely floor has found wide demand in both shops and homes. Color schemes: see suggestions 3, 6, 7, 17, 18, on pages 214–215.

#### ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 6260

**Heavy Gauge** 



Approximately 1/4 actual size

# ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 6271

**Heavy Gauge** 

2 yards wide

The warmth and cheer of this Old World tile pattern is derived largely from its shaded irregular blocks of wine, red, brown, and terra cotta set off by mottled gray interliners. Its streamlined embossing simplifies cleaning and makes this pattern highly desirable for fine homes as well as for commercial floor areas. Color schemes: see suggestions 3, 11, 17, 18, 21 on pages 214–215.



Approximately 1/4 actual size

The crisp, harmonious arrangement of brown blocks in this rectangular tile pattern gives it the appearance of a fine cork tile floor. The shaded embossed blocks are blended into the design, producing a two-tone pattern that has proved popular as a restrained and dignified floor for homes, offices, and stores. Color schemes: see suggestions 1, 3, 7, 13, 17, 21 on pages 214–215.

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 6280

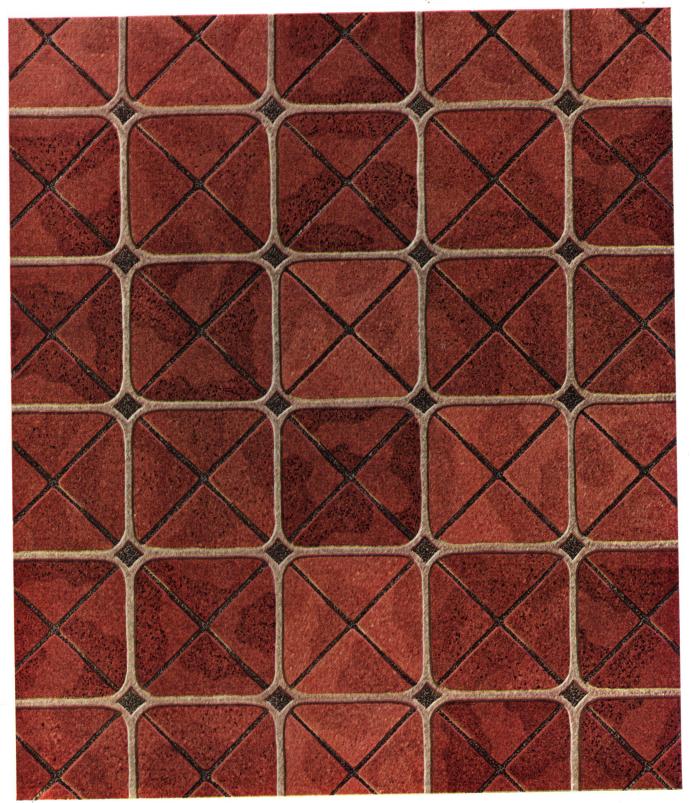
**Heavy Gauge** 



Approximately 1/4 actual size

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 6284

Heavy Gauge 2 yards wide Deftly shaded tones of Burgundy add dignity and depth to this somewhat formal design. The rich light-and-shadow effects help conceal traffic marks and, at the same time, enhance the beauty of the pattern. Furnishings preferably should be neutral or complement this floor rather than be in contrast to it. Color schemes: see suggestions 4, 8, 14, 19, 21 on pages 214–215.



Approximately 1/4 actual size

This rich terra cotta pattern features a smart tile effect in which black diagonal interliners crisscross the square red blocks. Sandstone mortar lines around each unit are tied together with diamond-shaped corner pieces. The design is suitable not only for use in homes but also for general commercial use. Color schemes: see suggestions 1, 3, 11, 17, 18 on pages 214–215.

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 6310

**Heavy Gauge** 



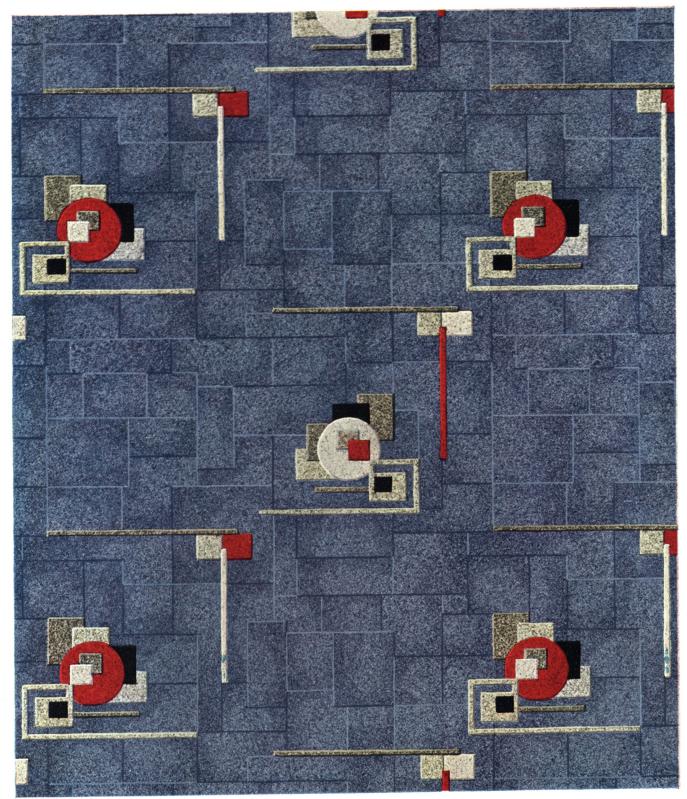
Approximately 1/4 actual size

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 6350

Heavy Gauge

2 yards wide

This pattern has several distinct decorative advantages. Its design is small-scale, crisp, regular—features which recommend it for use with modern furnishings and in any type of interior, commercial or residential, where a striking floor is desired. A nice balance between bright and neutral tones has been achieved. Color schemes: see suggestions 2, 4, 5, 15, and 23 on pages 214–215.

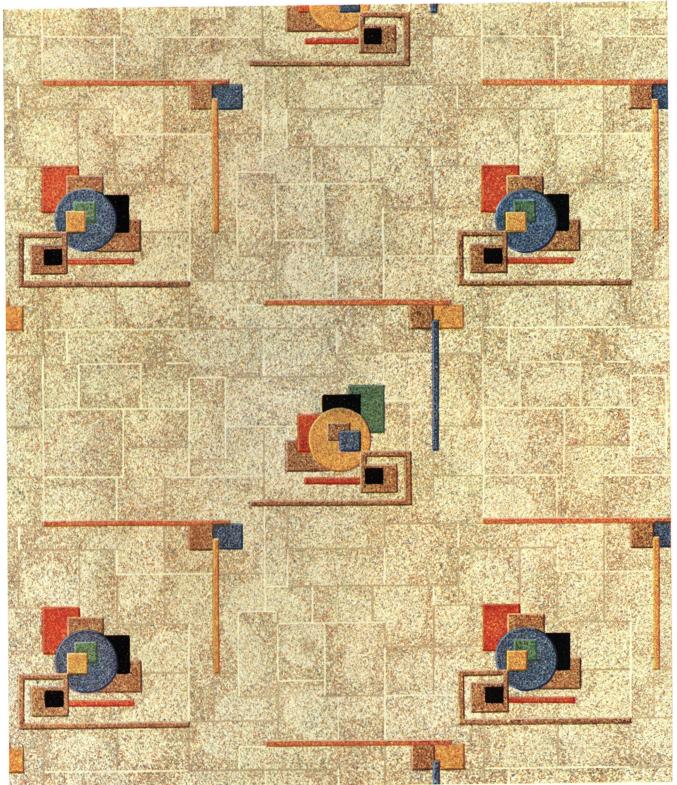


Approximately 1/4 actual size

Red, white, and blue predominate in this pattern—making it an effective floor for kitchens, baths, and other room interiors where a patriotic color scheme is used. Modern geometric accent blocks, appearing at regular intervals on an allover blue tile ground, create the appearance of a custom-designed floor. Color schemes: see suggestions 2, 5, 10, and 23 on pages 214–215.

# ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 6391

**Heavy Gauge** 



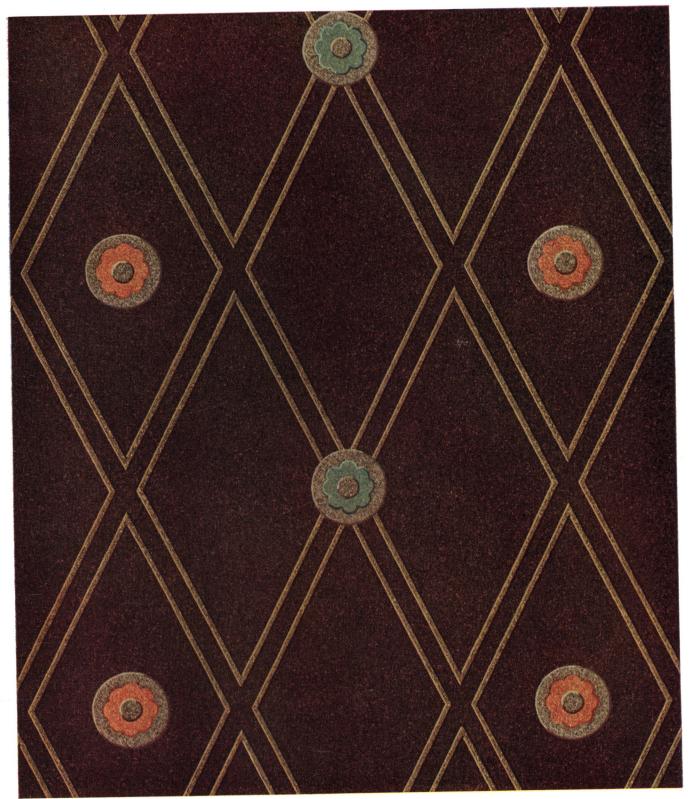
Approximately 1/4 actual size

#### ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 6392

**Heavy Gauge** 

2 yards wide

Here is a colorful embossed pattern that can be used equally well in homes, large and small stores, and other types of interiors. The neutral, sand-toned ground is a perfect foil for the disc and key figures in gold, blue, orange, green, tan, and black. The skilful embossing serves to accentuate both pattern and texture. Color schemes: see suggestions 3, 7, 17, 21, 22 on pages 214–215.



Approximately 1/4 actual size

This rich, dignified pattern, with its soft eggplant background and interesting design in gold, apple green, burnt orange, and taupe, is perfectly suited for smart shops, living rooms, dining rooms, libraries, and bedrooms. Its design is enhanced by the third-dimensional effect of the multiplane embossing. Color schemes: see suggestions 10, 21, 25 on pages 214–215.

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 6410

**Heavy Gauge** 



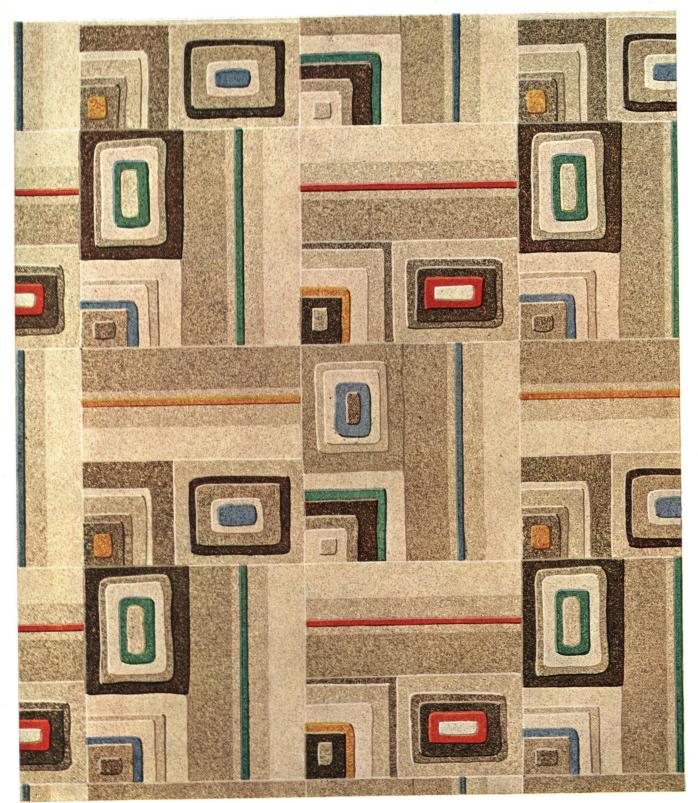
Approximately 1/4 actual size

# ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 6411

**Heavy Gauge** 

2 yards wide

Designed in the classical tradition, this richly textured pattern presents many decorating possibilities. The green-gold diamond design with rosettes of taupe and jade green set against a warm terra cotta background makes this flooring ideal for living rooms, dining rooms, powder rooms, sunporches, and restaurants. Color schemes: see suggestions 17, 20, 21 on pages 214–215.



Approximately 1/4 actual size

A contrasting background in shades of brown, tan, and beige emphasizes the colorful tiles and accent lines of this handsome pattern. The multiplane embossing serves further to heighten the effect of the design. Streamline embossing keeps dirt from collecting in the depressed areas. This pattern is especially practical for residential use. Color schemes: see suggestions 21 and 23 on pages 214–215.

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 5340

Standard Gauge



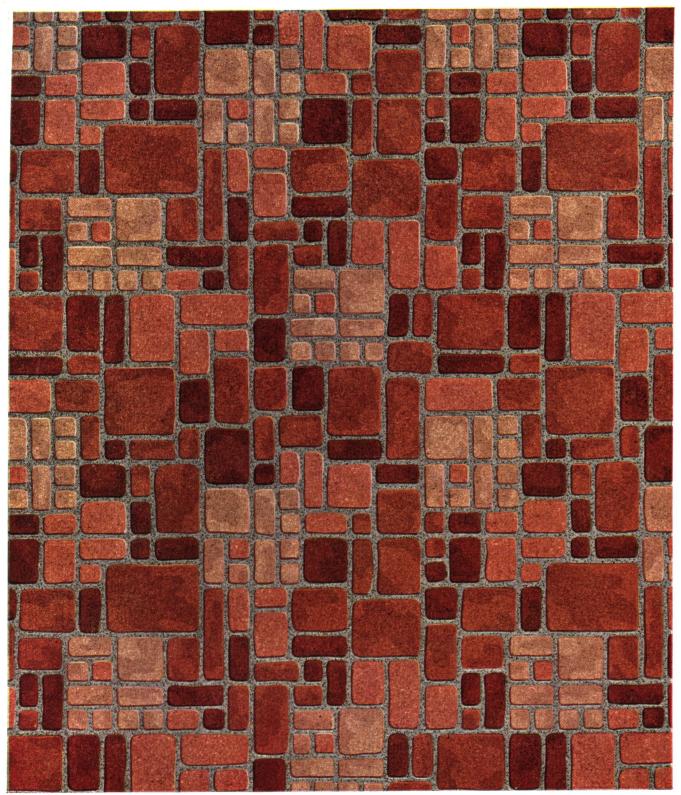
Approximately 1/4 actual size

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 5341

Standard Gauge

2 yards wide

Mottled shades of ivory, gray, and black are combined to give a distinctive appearance to the background of this modern tile pattern. An intriguing interplay of rectangular color accents in Chinese red, goldenrod yellow, and willow green adds a bright touch to the floor and makes it excellent for kitchens and bathrooms. Color schemes: see suggestions 5 and 15 on pages 214–215.



Approximately 1/4 actual size

The friendly informality of this pattern combined with its rich tones, ranging from tan to terra cotta red, has made it a popular and widely used favorite among embossed inlaid designs. Its random size, rectangular shaped blocks have been laid in a cheerful tile design that offers wide decorative possibilities. Color schemes: see suggestions 3, 6, 7, 17, and 20 on pages 214–215.

#### ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 5352

Standard Gauge



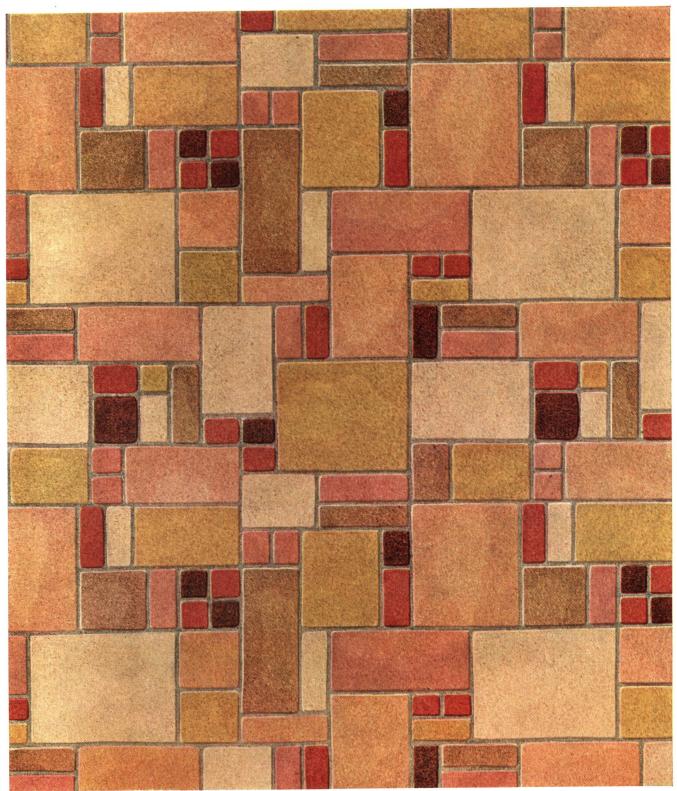
Approximately 1/4 actual size

#### ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 5400

Standard Gauge

2 yards wide

The warm mellowness of Old World tile floors is duplicated in this embossed inlaid design. Its tan mortar lines and its terra cotta reds are basic colors around which a wide variety of color schemes can be planned. The design is well suited to entry halls, living rooms, dens, and kitchens and for general commercial use. Color schemes: see suggestions 1, 3, 11, 17, 18 on pages 214–215.



Approximately 1/4 actual size

Warm tones reminiscent of Spanish tile dramatize this embossed inlaid pattern with its shaded square and rectangular blocks in gold, tan, rose, red, and terra cotta. Cement-gray interliners frame the random shaped blocks and unify the various pastel colors. This pattern offers wide and rich decorative possibilities. Color schemes: see suggestions 3, 7, 11, 13, 14 on pages 214–215.

#### ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 5730

Standard Gauge



Approximately 1/4 actual size

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 5731

Standard Gauge

2 yards wide

Several gradations of the same green color are used in this random tile pattern. Square and rectangular shaded blocks are separated by cement-gray interliners which provide an attractive third dimensional effect. Suitable for many rooms in the home, this floor also has wide commercial possibilities. Color schemes: see suggestions 4, 6, 13, 20, 21, 24 on pages 214–215.

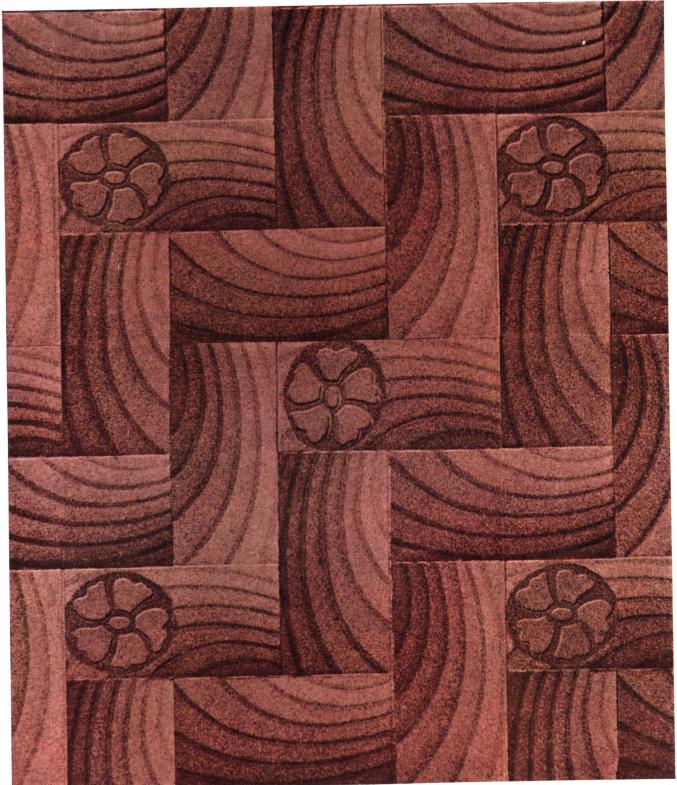


Approximately 1/4 actual size

This richly decorative embossed pattern draws its inspiration from the fine sculptured fabrics that are so popular today. Featuring muted tones of blue, this design provides a smart floor not only for living rooms, halls, bedrooms, dens, and other rooms in the home but also for smart shops and stores. Color schemes: see suggestions 3, 5, 14, 19, and 22 on pages 214–215.

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 5740

Standard Gauge



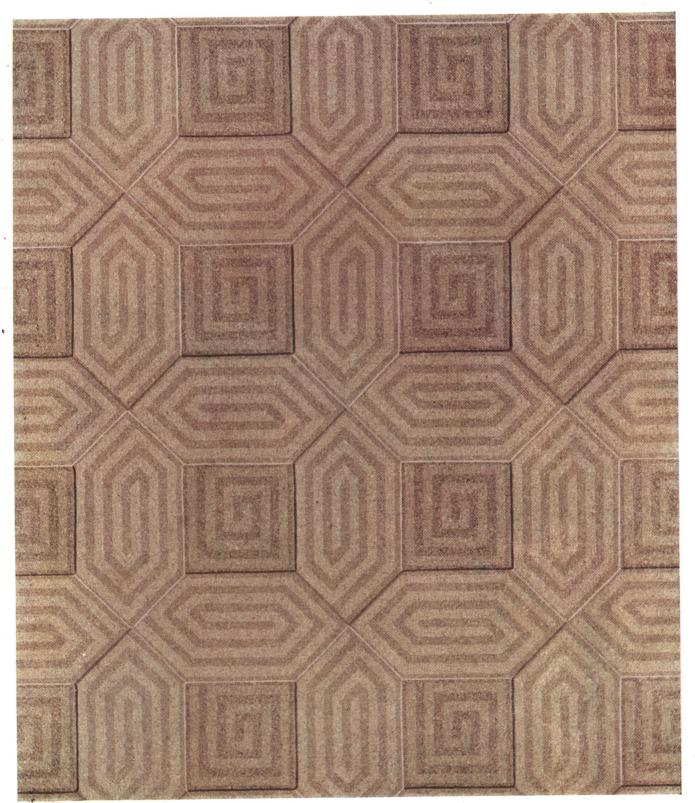
Approximately 1/4 actual size

# ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 5741

Standard Gauge

2 yards wide

Handsome inset figures are combined with textured rectangular blocks in this pattern that is styled for use in fine homes and in smart shops and other retail establishments. The embossing serves further to accentuate the texture of the design, while the soft shades of mulberry add to its unusual style appeal. Color schemes: see suggestions 1, 14, 17, 19, and 21 on pages 214–215.

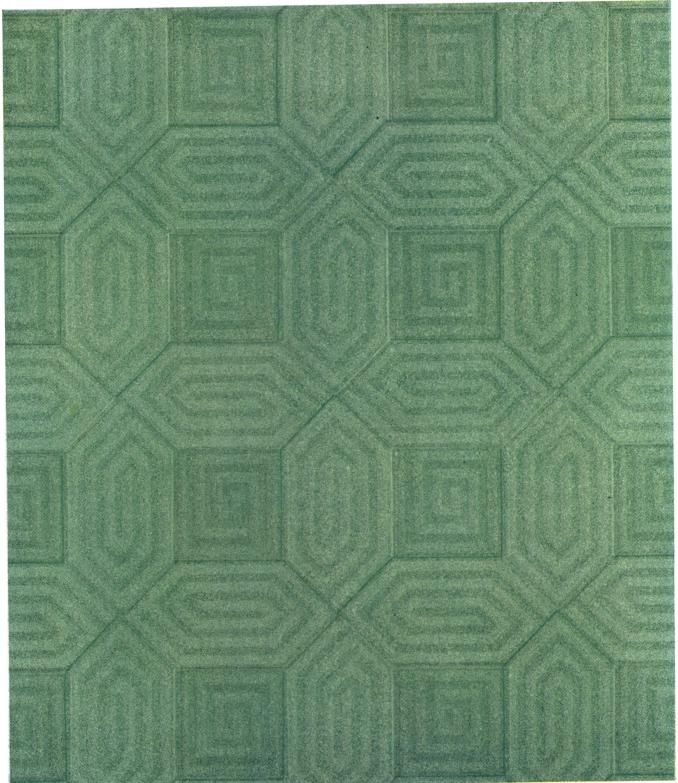


Approximately 1/4 actual size

In this pattern, a simple basic motif is given distinction by the subtle shading and by the pleasing arrangement and spacing of the design. Highly decorative, it is designed for homes as well as for shops. The soft, muted tones of fawn, tan, and beige form a neutral background for traditional or modern interiors. For color schemes: see suggestions 1, 3, 7, 11, 13, and 25 on pages 214–215.

#### ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 5750

Standard Gauge



Approximately 1/4 actual size

## ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 5751

Standard Gauge

2 yards wide

The rich jade coloring makes this Embossed pattern a smart choice for homes or for women's shops. The pleasing arrangement of the simple motif, the shading of the coloring, and the feeling of texture lent by multiplane embossing combine to give this pattern an unusual amount of charm and character. For color schemes: see suggestions 4, 6, 13, 14, 19, 21 on pages 214–215.

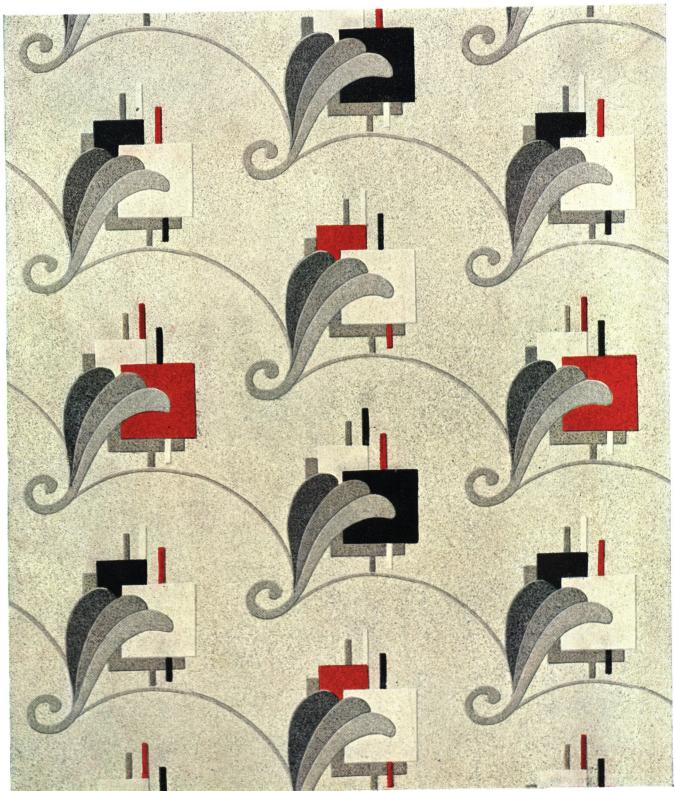


Approximately 1/4 actual size

In this pattern, the basic motif is composed of classic cockleshells joined with curved lines. This design is set against a livetoned background of muted fawn. Although designed principally for homes, its accents of cool green and brown make it especially suitable for modern interiors of smart shops. See color scheme suggestions 13, 17, 21, 25 on pages 214–215.

#### ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 5760

Standard Gauge



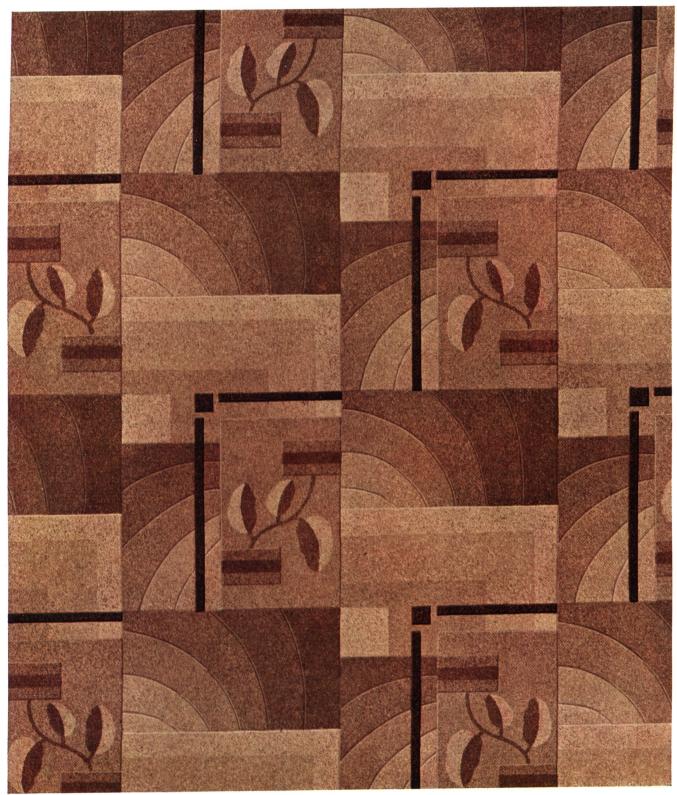
Approximately 1/4 actual size

#### ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 5761

Standard Gauge

2 yards wide

The cool grays with accents of red and black in this Embossed pattern make it an ideal choice for tasteful, modern interiors. The classic cockleshell, however, is equally good with period decoration. Multiplane embossing adds charm and distinction to the design motif and gives the pattern a rich textured appearance. Color schemes: see suggestions 2, 18, 20, 23, and 24 on pages 214–215.

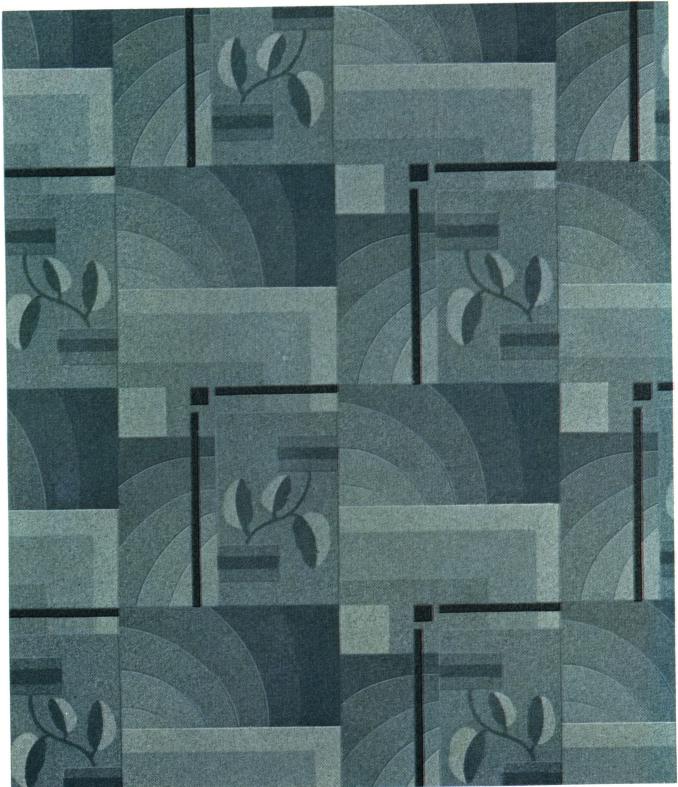


Approximately 1/4 actual size

Subtle tone-on-tone coloring of browns and soft tans and softly swirled lines in the design make this pattern an excellent choice for distinctive interiors. The geometric pattern of blocks is softened by the curved lines within the blocks. A modern note is added by the conventionalized leaf motif in the design. Color schemes: see suggestions 1, 9, 13, 17, 19, and 21 on pages 214–215.

### ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 5770

Standard Gauge



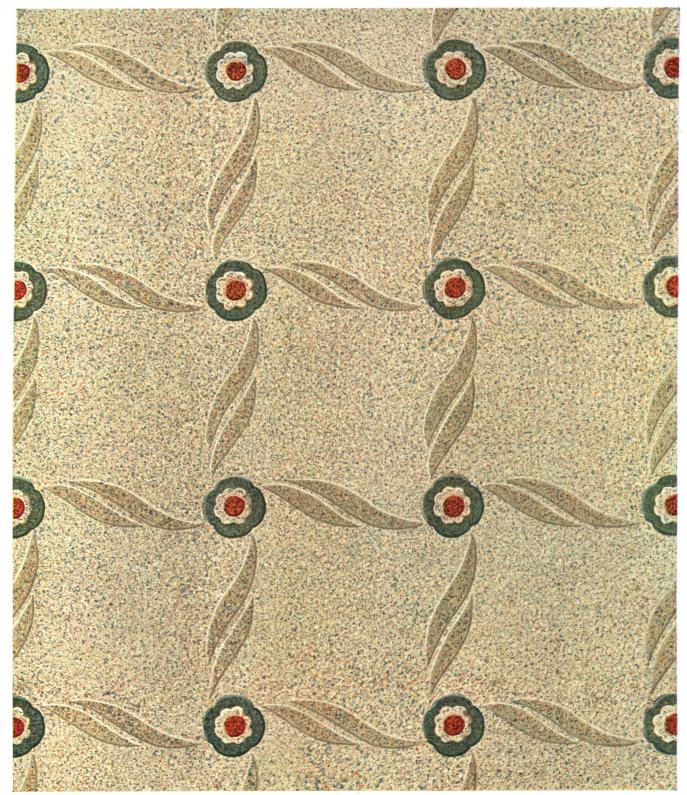
Approximately 1/4 actual size

#### ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 5771

Standard Gauge

2 yards wide

The cool green of this pattern, with its subtle gradations in tone, will lend smartness and distinction to any interior. The curved lines of fluting within the blocks and the stylized leaf design are given added beauty by multiplane embossing. The pattern is well suited to homes and to shops where top styling is demanded. Color schemes: see suggestions 7, 9, 12, 19, and 21 on pages 214–215.



Approximately 1/4 actual size

Using a classic Greek spiral motif for the main design theme, this unusual pattern adapts itself well to both modern and period interiors. The polychrome background provides a neutral tan setting for the apple green and copper rosettes. The mottled effect makes tracked in dirt and dust less conspicuous. Color schemes: see suggestions 17, 21, and 25 on pages 214–215.

#### ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 5780

Standard Gauge



Approximately 1/4 actual size

#### ARMSTRONG'S EMBOSSED INLAID LINOLEUM No. 5781

Standard Gauge

2 yards wide

This lovely contemporary pattern was especially designed for use in kitchens as well as living rooms, powder rooms, dining rooms, and commercial establishments such as women's shops and restaurants. The light blue textured background is dramatically highlighted by the classic spirals in darker blue and the beige and orange rosettes. Color schemes: see suggestions 3 and 22 on pages 214–215.



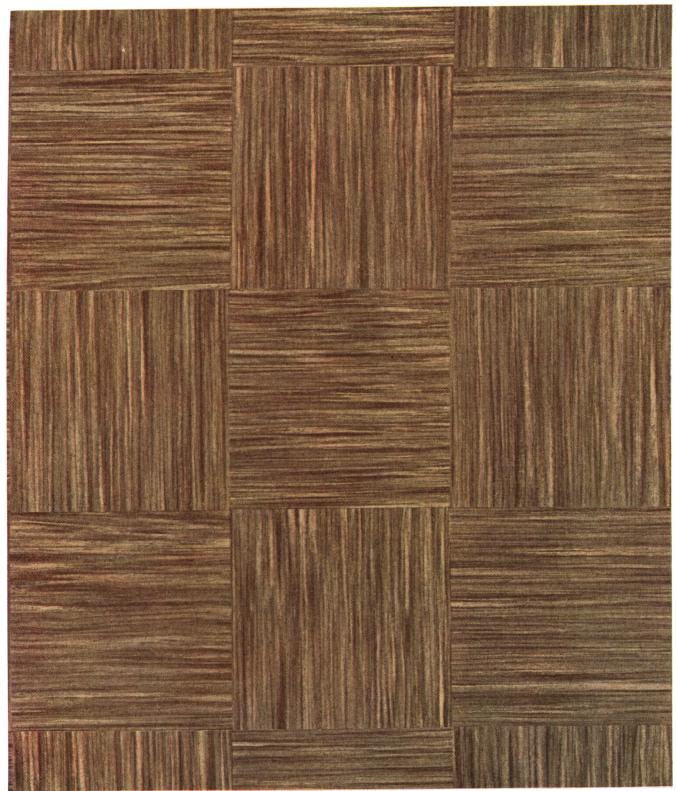


LINOLEUM

Straight Line Inlaid Linoleum is distinguished by the clear cut, sharp edges of the blocks, tiles, and other design elements which make up the pattern. In the manufacture of Armstrong's Straight Line Inlaid a separate linoleum mix is made for each color that is to appear in a pattern. Linoleum mix consists of such raw materials as oxidized linseed oil, resins, wood flour, and color pigments. This mix is rolled into a flexible sheet, and continuous sheets of each color are fed into a highly complex machine. The machine contains mechanisms called die-rolls, which operate much like sets of biscuit cutters. Each die-roll cuts the proper shape for the inlaid pattern from the sheet of color passing through it and automatically places each design unit in its proper position on the burlap or felt backing material. When the backing material enters the machine it has already received a tacky coating of linoleum mix. This coating acts as an adhesive and holds each unit in position on the backing. The complete design is assembled on the backing material during its passage through the machine. Then it goes to the presses where heat and great pressure bond the design units firmly to each other and to the backing. This pressing operation also helps to give a smooth surface to the finished goods.

The Armstrong Line of Straight Line Inlaid offers twenty-six attractive patterns in an assortment of large-scale and small-scale designs that vary from simple checkerboard arrangements through all-over marbleized backgrounds with custom inset effects. The brighter patterns and designs of straight line inlaid have always been and continue to be extremely popular for kitchens and general residential use, while the more conservative patterns done in darker colors are well liked for institutions and stores.

Armstrong's Straight Line Inlaid Linoleum is made in three gauges—Heavy (1/8") on burlap backing, Standard on Armofelt backing, and Light on saturated felt backing with a Safety-Back coating. These three gauges offer a wide choice of material suitable for floors for low-cost rental units, expensive homes, or heavily traveled commercial or public buildings.



Size of Blocks-9" x 9"

Nine-inch jaspé blocks in soft-toned autumn brown with subtle accents of taupe and beige offer unusual color interest to this attractive Straight Line pattern. The alternating blocks form a striking basket-weave effect that makes a pleasing background for modern as well as more conventionally decorated interiors. Color schemes: see suggestions 1, 11, 13, 14, and 19 on pages 214–215.

#### ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM No. 210

**Heavy Gauge** 

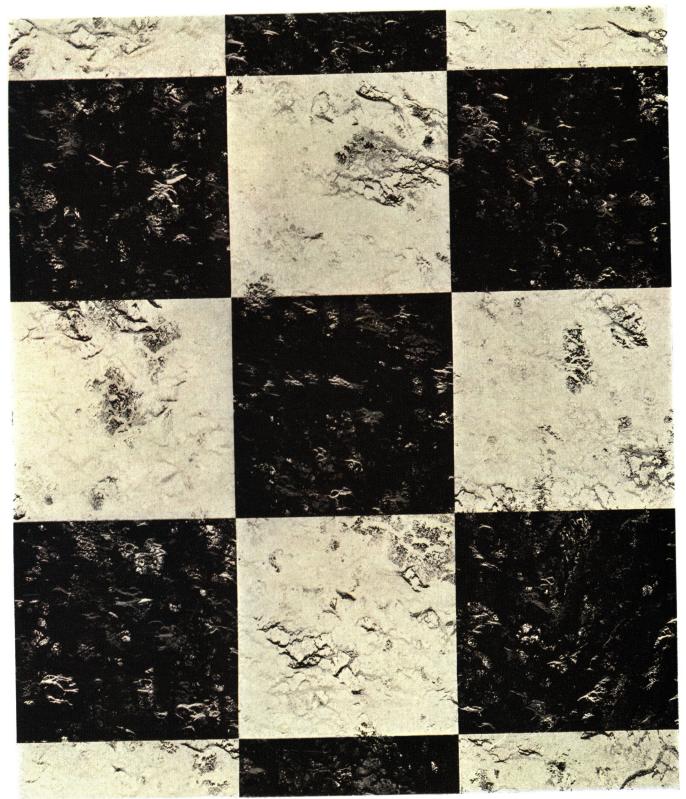


Size of Blocks-9" x 9"

Heavy Gauge

2 yards wide

This design has wide appeal where a custom-designed effect is desired. Nine-inch blocks of marine blue jaspé are alternated to form a simple basket-weave design that makes a pleasing floor for practically any interior. The dark and light blue of the squares help to give a longer and wider appearance to rooms. Color schemes: see suggestions 1, 3, 5, 15, and 22 on pages 214–215.



Size of Blocks-9" x 9"

The nine-inch square blocks of alternating white and black Marbelle colors in this pattern qualify it perfectly for homes, offices, public buildings, and other places that require floors of quiet dignity. Handsome and practical, this design helps conceal trackedin dust and is always easy to keep clean looking. Color schemes: see suggestions 2, 4, 12, 15, 18, and 20 on pages 214–215.

## ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM No. 220

**Heavy Gauge** 

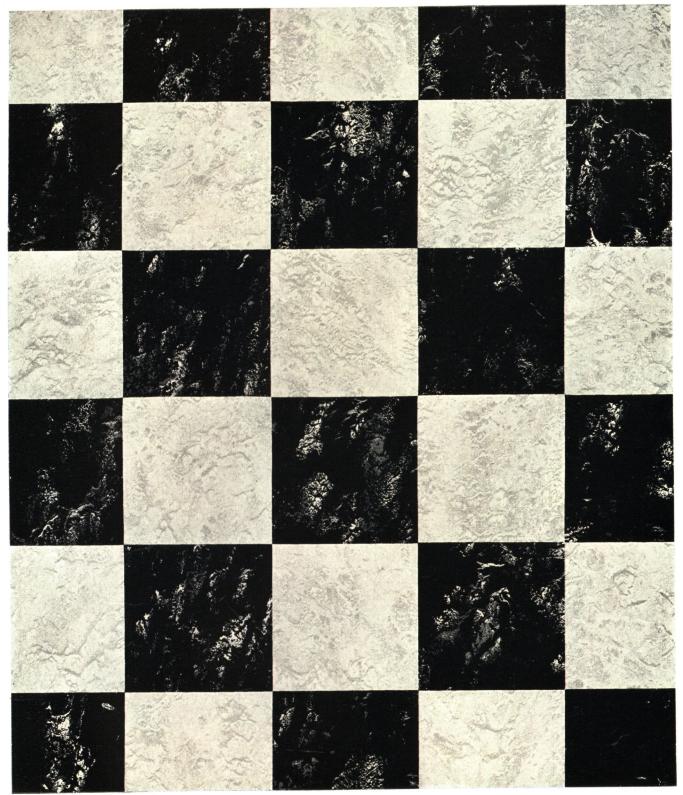


Size of Blocks-9" x 9"

**Heavy Gauge** 

2 yards wide

This simple, conservative pattern is designed especially for interiors where a warm, dignified effect is desired. The alternate marbleized blocks of pine and dark walnut tones form a well balanced flooring highly adaptable for either large or small areas in homes, commercial establishments, or public buildings. Color schemes: see suggestions 7, 11, 13, and 21 on pages 214–215.



Size of Blocks-6" x 6"

Composed of six-inch Marbelle blocks, this pattern combines the richness of black and white with the formality of square forms. It is suitable for halls, dining rooms, baths, sun porches—and also for stores and institutions where it is essential to have a floor that is neat in appearance and economical to maintain. Color schemes: see suggestions 4, 11, 12, 15, 18 on pages 214–215.

## ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM No. 246

Heavy Gauge

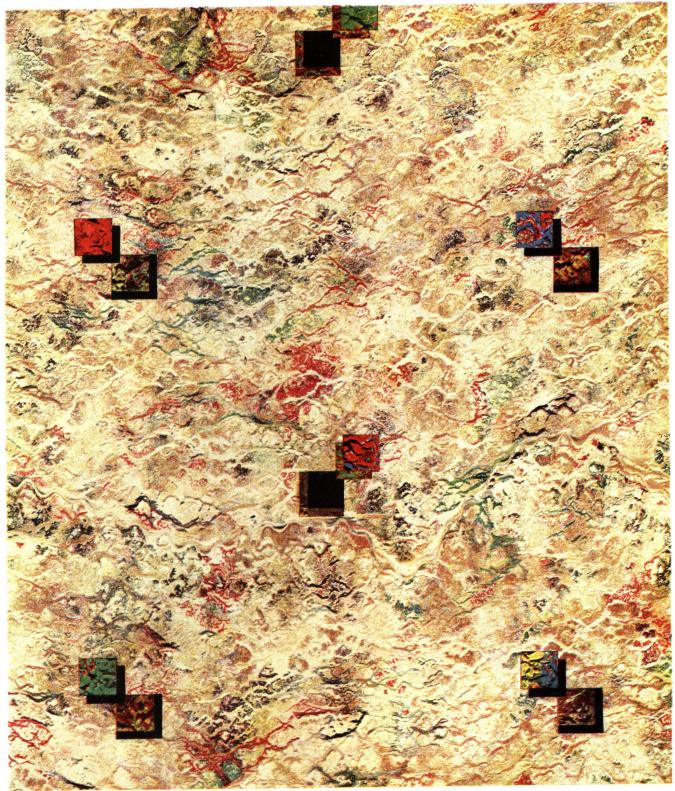


Size of Blocks-6" x 6"

**Heavy Gauge** 

2 yards wide

In this design, six-inch blocks of walnut brown Marbelle are alternated with cream squares flecked with terra cotta and brown-to create an inlaid floor that adapts itself to a broad range of decorative schemes. In addition to wide commercial use, this pattern can be used with equal effect in homes. Color schemes: see suggestions 7, 17, 20, 21, 23 on pages 214-215.



Approximately 1/4 actual size

In this inlaid pattern, varicolored custom effect accent blocks have been set into a colorful, multi-toned field of rich Marbelle. Particularly suitable for bathrooms and kitchens in homes where the long-wearing quality of heavy gauge is desired, this floor has found wide use also in the commercial field. Color schemes: see suggestions 4, 6, 13, 20, 23 on pages 214–215.

#### ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM No. 290

**Heavy Gauge** 

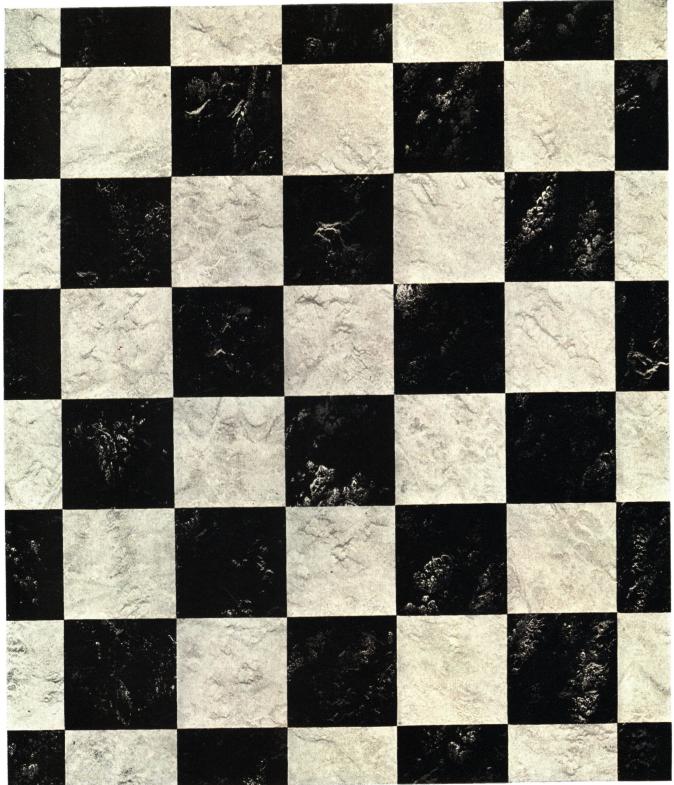


Approximately 1/4 actual size

**Heavy Gauge** 

2 yards wide

This straight line inlaid pattern features smart custom-type accents widely spaced on an open, strongly grained marbleized ground. The soft multi-color tones woven into an ivory field blend with almost any color scheme, while the design is one that can be adapted to home, store, and office interiors of all types. Color schemes: see suggestions 2, 5, 8, 10, 12 on pages 214–215.

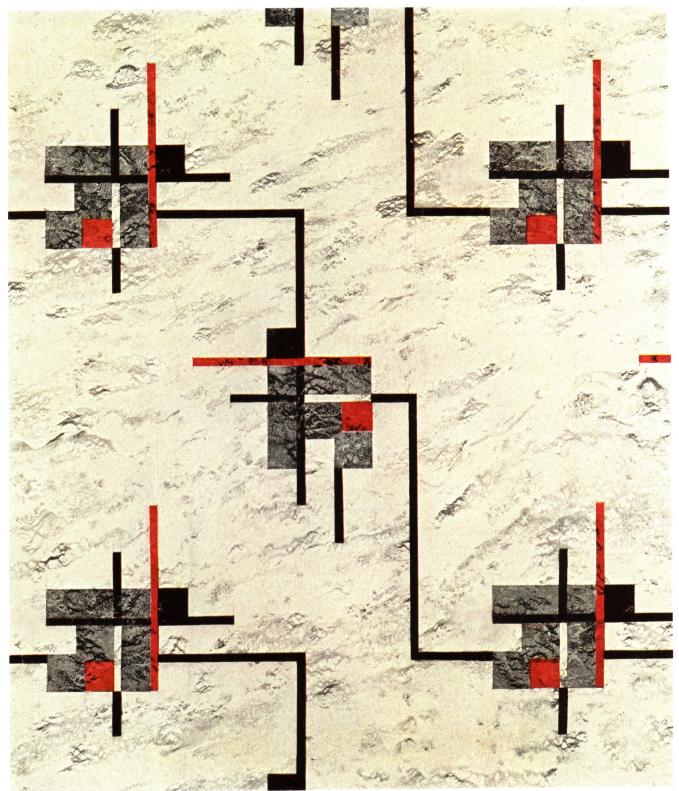


Size of Blocks-4½" x 4½"

This intermediate-scale checkerboard pattern, made up of 4½" marbleized squares, has a place in rooms where a simple black and white block effect is desired. The design of this floor is kept interesting and practical through its rich graining, which is pleasing to the eye and does not readily show traffic marks. Color schemes: see suggestions 2, 8, 9, 12, 15, and 18 on pages 214–215.

#### ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM No. 0286

Standard Gauge



Approximately 1/4 actual size

#### ARMSTRONG'S

#### STRAIGHT LINE INLAID LINOLEUM No. 0377

Standard Gauge

2 yards wide

Here is a color combination of black, white, gray, and red that immediately suggests cleanliness and freshness. This smart looking, clean-cut design helps make small rooms seem larger and reflects a maximum of light. In rooms where red accessories are to be used, this pattern is very effective. Color schemes: see suggestions 2, 7, 12, 16, and 20 on pages 214–215.

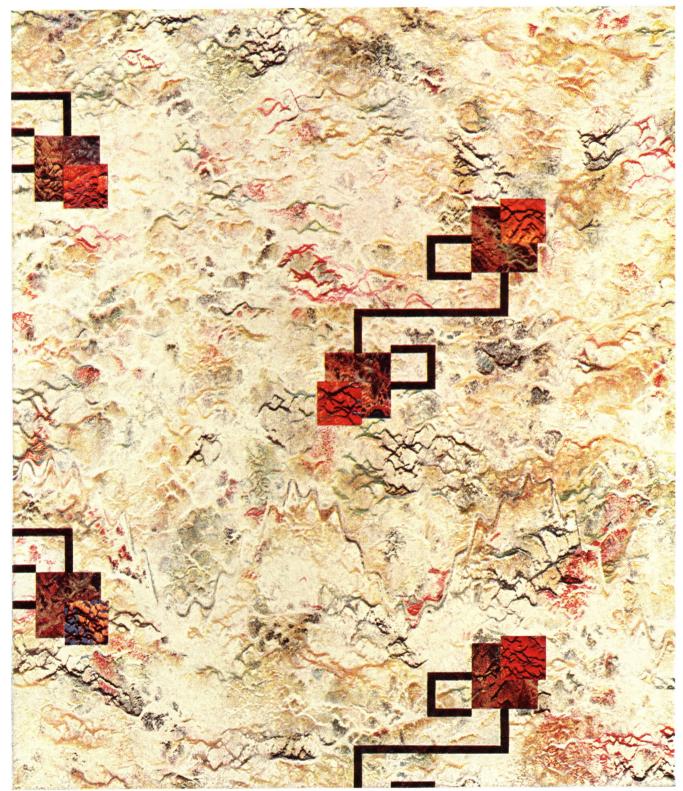


Approximately 1/4 actual size

A smart and distinctive custom-design appearance is captured in this inlaid pattern, whose marbleized field tones combine perfectly with darker shades in the colorful key-and-block motifs. This smart, neat-looking floor has wide usage in homes and in commercial areas where cleanliness and good taste are important. Color schemes: see suggestions 2, 5, 9, 11, 12 on pages 214–215.

### ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM No. 0487

Standard Gauge



Approximately 1/4 actual size

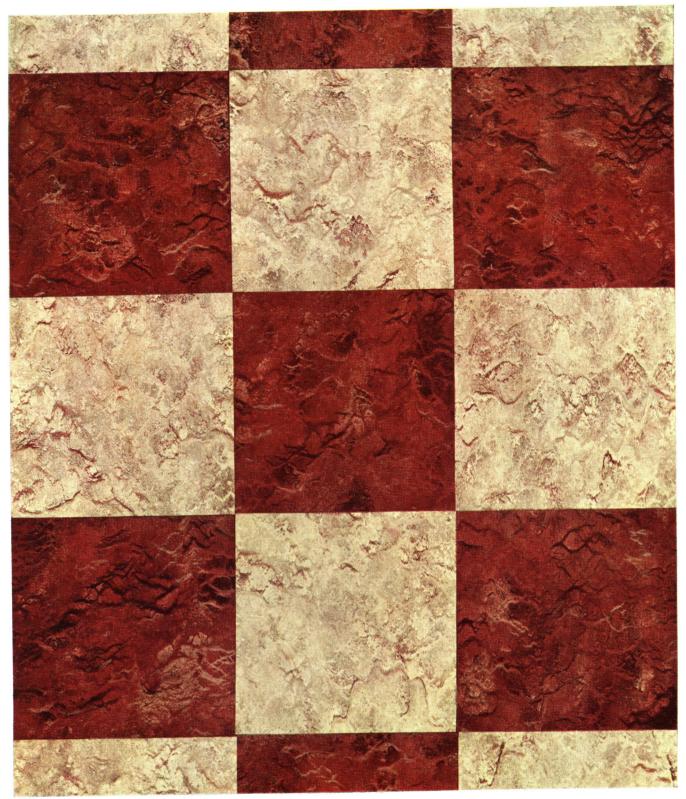
#### ARMSTRONG'S

#### STRAIGHT LINE INLAID LINOLEUM No. 0488

Standard Gauge

2 yards wide

The ornamental connecting links of this pattern which centralize attention on the smartly styled overlay blocks give this floor a custom-styled appearance. Its colorful accents provide many harmonizing color notes for interior treatments with the result that this floor has extensive use in homes and stores. Color schemes: see suggestions 6, 16, 20, 21, and 23 on pages 214–215.



Size of Blocks-9" x 9"

Adaptable to many interiors, this traditional pattern will give rooms an atmosphere of hospitality without sacrificing dignity. Its rich sienna red and warm tan, along with its skilful marbleization, soften the formality of the nine-inch squares and make the design suitable for modern and traditional interiors. Color schemes: see suggestions 7, 11, 13, 17, 18, on pages 214–215.

## ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM No. O501

Standard Gauge

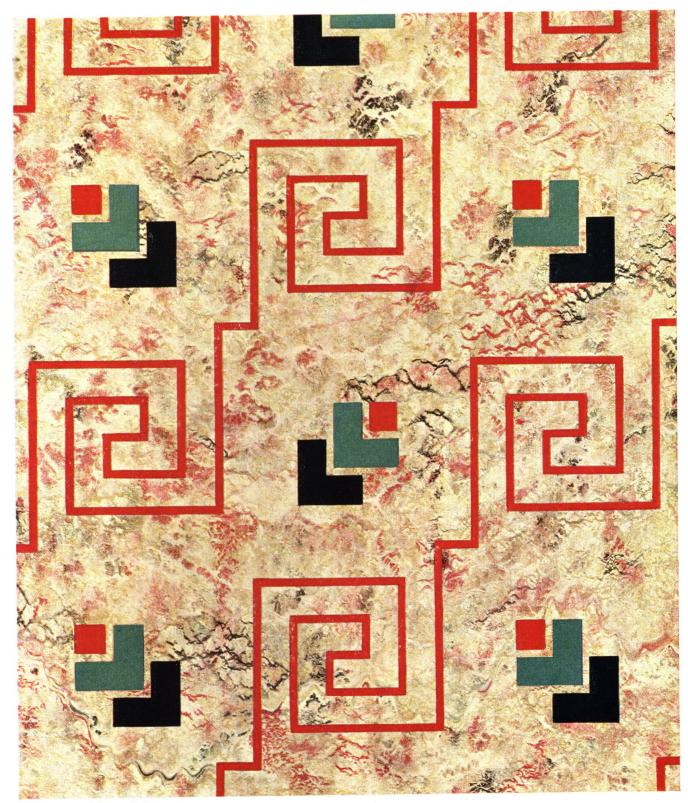


Size of Blocks-9" x 9"

Standard Gauge

2 yards wide

Variegated tones of red, green, black, ivory, and yellow gold have been combined in a colorful effect to make a highly decorative floor for both residential and commercial interiors. Because of its multi-color effect, this pattern is excellent for use in shops where a subdued yet a highly colorful floor is desired. Color schemes: see suggestions 2, 6, 18, 20, and 23 on pages 214–215.

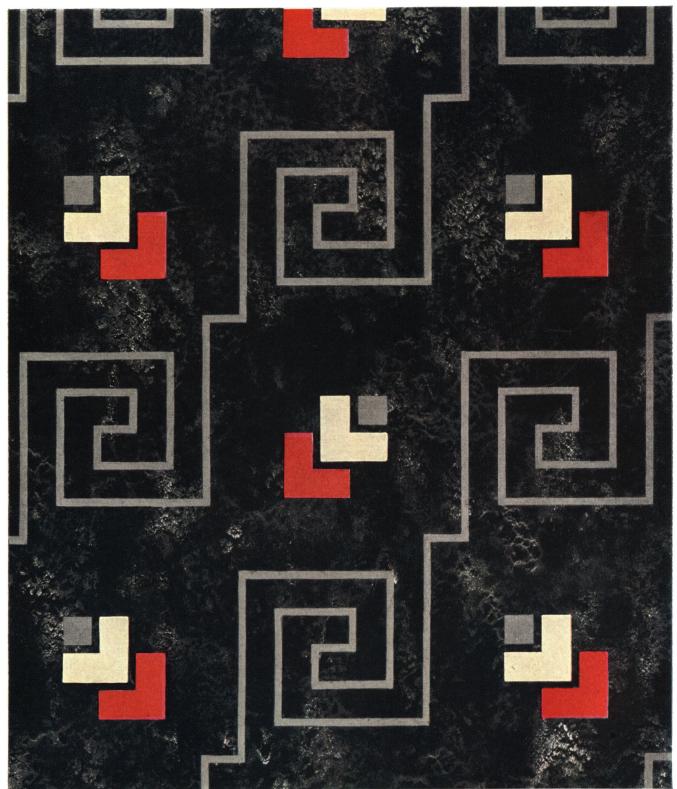


Approximately 1/4 actual size

In this pattern, sparkling red, green, and black chevrons and bright colored lines punctuate the soft, muted tones of the rich tan and beige marbleized field. Informal in feeling, this Straight Line design is a sound choice for kitchens and other residential rooms and for shops that need a light atmosphere. Color schemes: see suggestions 2, 4, 6, 16, 20, and 21 on pages 214–215.

#### ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM No. 0530

Standard Gauge



Approximately 1/4 actual size

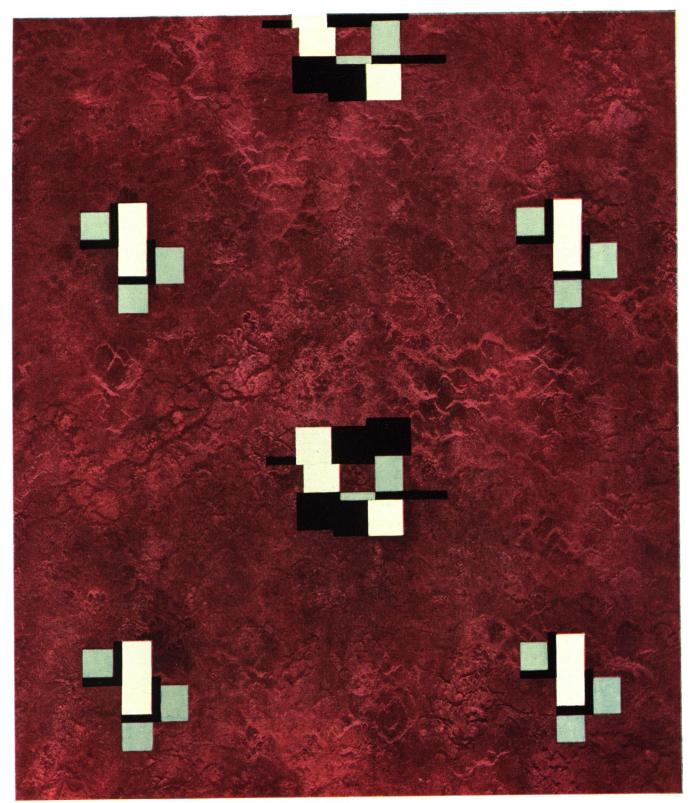
#### ARMSTRONG'S

#### STRAIGHT LINE INLAID LINOLEUM No. 0531

Standard Gauge

2 yards wide

Brilliantly colored linoleum inlays contrast sharply with the rich beauty of a black and white marbleized background. Created for a wide range of interiors, this pattern combines free use of color and design which makes it an equally good choice for use with modern or period decoration. For color schemes: see suggestions 2, 12, 16, 20, and 23 on pages 214–215.

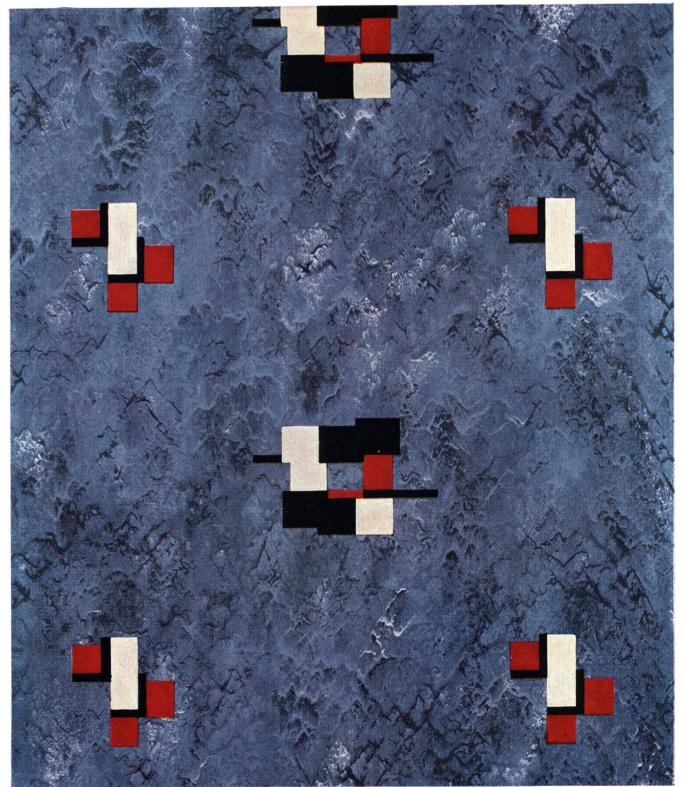


Approximately 1/4 actual size

Two features of this pattern—its crisp, small-scale design and its wine-red, black, plain white, and willow green color scheme—recommend it for use in kitchens, baths, and halls. And, thanks to the strong background marbleization, this pattern is practical also for shops, clubs, restaurants, and small stores. Color schemes: see suggestions 8 and 9 on pages 214–215.

# ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM No. 0540

Standard Gauge



Approximately 1/4 actual size

Standard Gauge

2 yards wide

The unusual arrangement of geometric insets of white, black, and ruby red gives this pattern a smartly designed custom floor effect. The new Mediterranean blue marbleized background adds lovely color tones to the pattern and helps to camouflage tracked-in dirt, making this floor ideal for heavy traffic areas. Color schemes: see suggestions 5 and 10 on pages 214–215.



Size of Blocks-9" x 9"

Delicate veinings of blue, red, emerald, and black blend together on a field of marbleized cream to give this pattern a gay and bright effect of sunlight. The pattern's marbleized squares provide distinction and add considerably to its neat appearance whether it is used in residential or commercial interiors. Color schemes: see suggestions 2, 4, 5, 15, and 23 on pages 214–215.

#### ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM No. 18060

Light Gauge

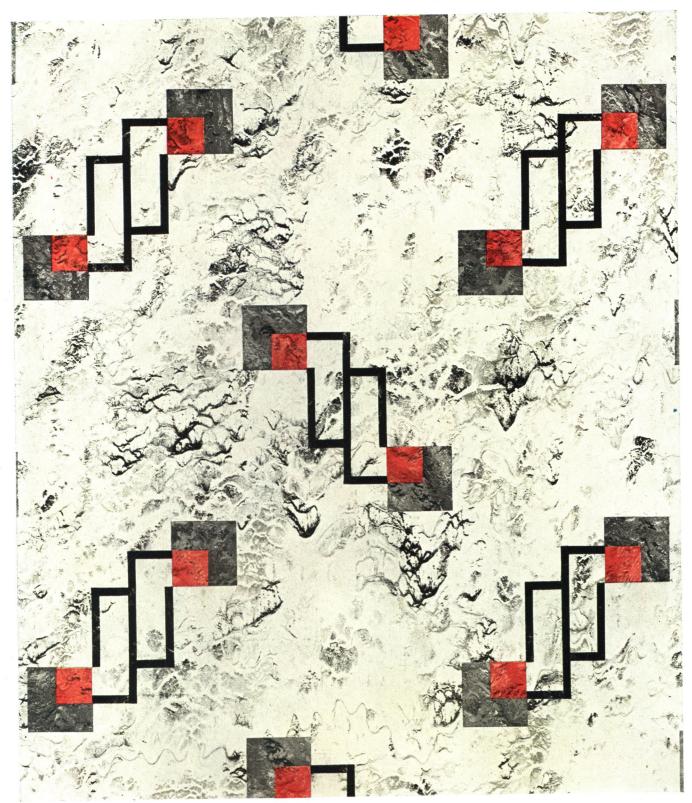


Size of Blocks-9" x 9"

Light Gauge

2 yards wide

Designed in nine-inch square marbleized blocks, this pattern of pale green, red, and yellow veinings blends into a colorful Marbelle effect. Suitable for use with either cool or warm colors, this pattern is effective for kitchens, bathrooms, and halls—and for light traffic areas in business establishments. Color schemes: see suggestions 6, 11, 18, 20, 23 on pages 214–215.

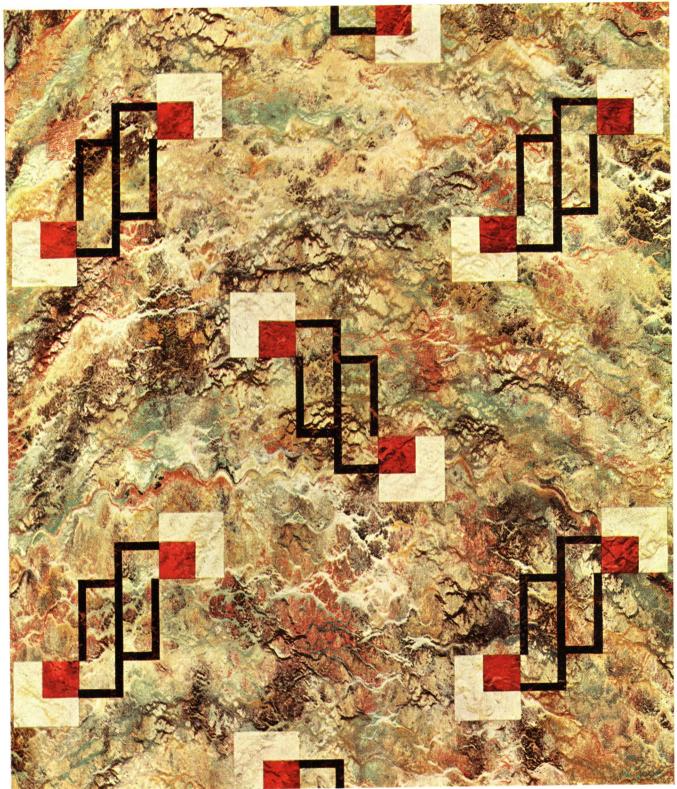


Approximately 1/4 actual size

Using interlocking accent blocks of gray and scarlet, this distinctive inlaid pattern presents striking decorative possibilities for interiors that need bright color. This floor can be used equally well in both residential and commercial interiors—in kitchens and bathrooms as well as large and small stores. Color schemes: see suggestions 2, 18, 20, 23 on pages 214–215.

## ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM No. 18190

Light Gauge



Approximately 1/4 actual size

Light Gauge

2 yards wide

This high-style design has wide appeal for commercial and domestic interiors. Its skilfully blended, polychrome marbleized field serves as a colorful background for the contrasting ivory and scarlet accents linked together in pairs by dark marbleized lines. It is highly practical for areas subject to tracked-in dirt. Color schemes: see suggestions 4, 6, 20, 23 on pages 214–215.



Approximately 1/4 actual size

A custom-designed feeling predominates in this striking pattern. This is due chiefly to the smart design figures in the form of circles and blocks of marbleized Chinese red and jet black. In addition to giving a new look to old rooms, this versatile pattern forms an ideal background for modern settings. Color schemes: see suggestions 2, 5, 16, and 23 on pages 214–215.

## ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM No. 18210

Light Gauge

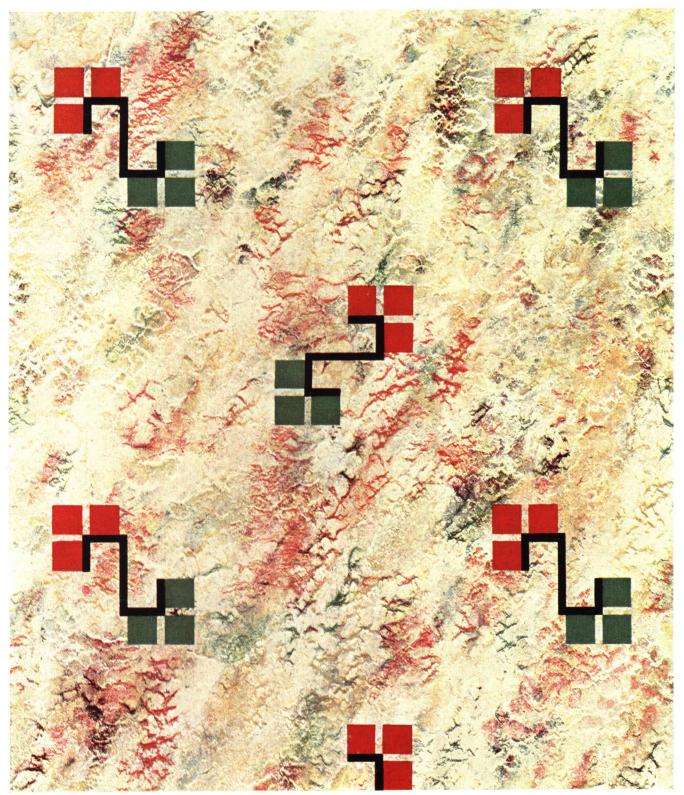


Approximately 1/4 actual size

Light Gauge

2 yards wide

Distinctly modern in design—with discs, blocks, and bars of marbleized red and black—this pattern fits perfectly into modern settings. An ideal floor for home, institution, or business because its polychrome background tends to conceal dust and dirt, this pattern gives any room a feeling of spaciousness. Color schemes: see suggestions 7, 17, 20, 21 on pages 214–215.

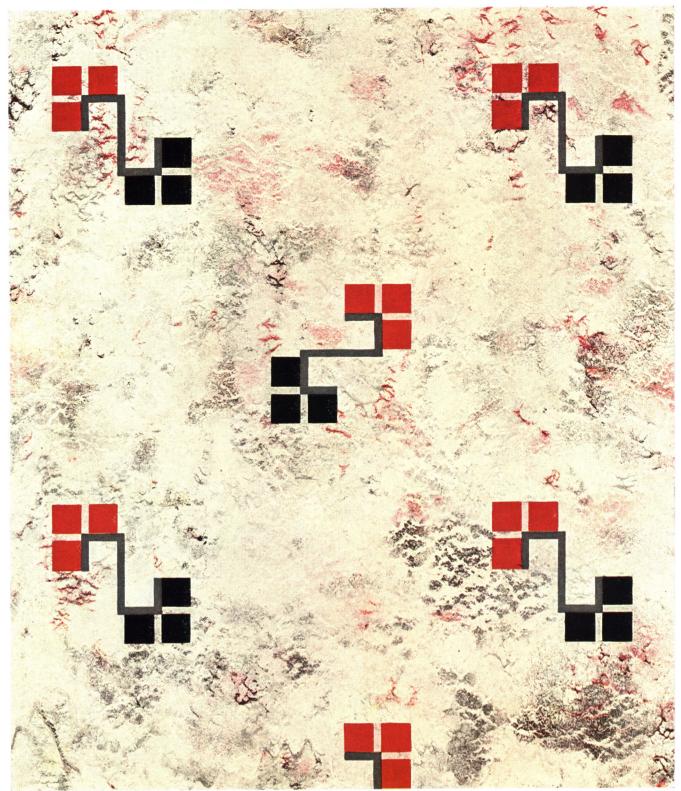


Approximately 1/4 actual size

Jade green and Chinese red block figures, tied together with a jet black key motif, furnish the accent design on a marbleized background of red, green, gold, black, and white. This cleverly designed pattern can be used effectively with No. 028 Marbelle and with No. 42 Jade and No. 39 Chinese Red in plain linoleum. Color schemes: see suggestions 2, 6, 16, 20, 23 on pages 214–215.

#### ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM No. 18220

Light Gauge 2 yards wide



Approximately 1/4 actual size

Light Gauge

2 yards wide

Chinese red and ebony black squares, linked together by a gray key figure, furnish the color highlights for this inlaid pattern with its marbleized field of red, gray, white, and black graining. This floor can be smartly combined with border and Linostrip effects in plain red, black, or gray—and with many Marbelles. Color schemes: see suggestions 2, 5, 20, and 23 on pages 214–215.

#### **ARMSTRONG'S ACCOFLOR**

The need for a long-wearing, low-cost flooring, for use where durability rather than appearance is primarily desired, is ably met by Armstrong's Accoflor®.

This product combines a tough mastic wearing surface with an asphalt-saturated felt back. Accoflor's dense wearing surface stands up under heavy pedestrian traffic and provides an inexpensive, yet sturdy and attractive flooring for commercial, institutional, and light industrial areas.

Accoflor is available in two practical colors—deep red and black, and it is made in two widths—one and two yards.

Accoflor can be installed over concrete, wood, metal, magnesite, tile, terrazzo, or marble subfloors—either on or above-grade level. When installed over wood floors or over above-grade concrete, ceramic tile, marble, or terrazzo, Accoflor is bonded in place with Armstrong's No. S-128 Linoleum Paste. In all other installations, Armstrong's S-280 Accoflor Cement is the recommended adhesive.



Red No. 1001



Black No. 1000

## ARMSTRONG'S ACCOFLOR

1 and 2 yards wide

### ARMSTRONG'S RUBBER RUNNER



Black No. 1250

Actual Size

Armstrong's Rubber Runner is a new addition to the Armstrong Line of Resilient Flooring Materials and is specifically designed for use wherever a durable, resilient, corrugated-type runner is needed.

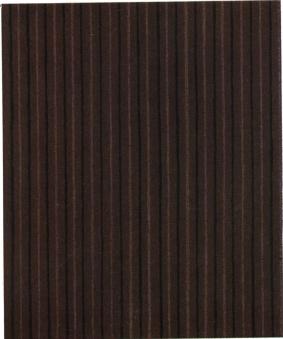
This product is particularly suitable for lobbies, corridors, hallways, stores, and bars or any other place where heavy foot traffic presents a problem. The corrugation of Rubber Runner is a desirable safety feature, since it affords good foot-traction even when wet.

Rubber Runner will lie flat on any type of floor that is even. It does not require an adhesive. Where service requirements call for an intermittent use of Rubber Runner, it may be easily rolled and stored or moved from place to place. The flexibility of the material keeps Rubber Runner from cracking even after it has had repeated use.

This durable rubber material is available with an over-all gauge of ½" and is furnished in rolls 36" wide. It is offered in two practical colors, black and maroon.

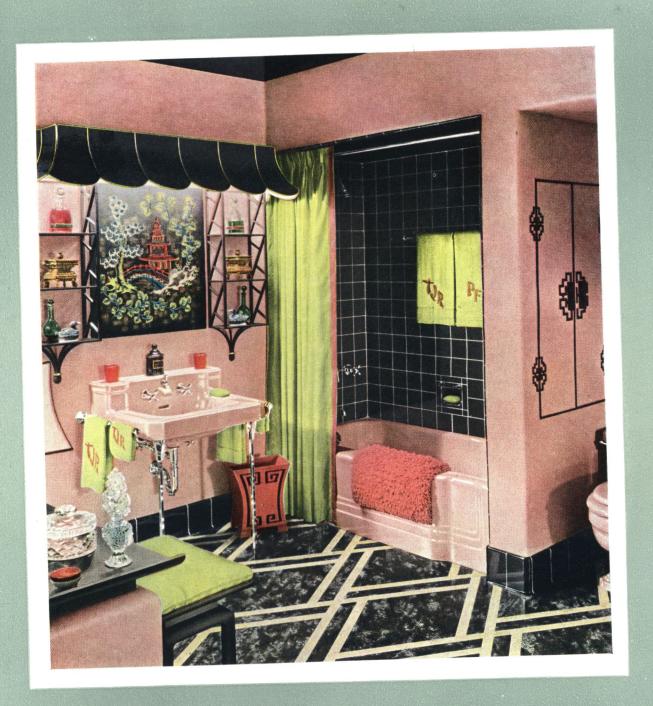
## ARMSTRONG'S RUBBER RUNNER

1 yard wide only



Maroon No. 1251

Actual Size





ARMSTRONG'S
LINOWALL
QUAKER
WALL COVERING

#### ARMSTRONG'S LINOWALL

The smooth surface and other linoleum-like characteristics of Armstrong's Linowall® provide long wear, ease of cleaning, and durable wall beauty. Linowall is especially practical for the kitchen, bathroom, nursery, and laundry in residences, corridors of schools and public buildings, and operating rooms and nurseries of hospitals.

Because Linowall is a resilient material, it does not chip or crack when accidentally bumped. Its smooth surface is sealed effectively by a factory process to give special resistance to staining by such things as cooking greases, splashed water, and dirt smudges. Washing with a mild soap and water or with Armstrong's Liquid Cleaner is all that is necessary to remove ordinary soil marks and to keep the walls fresh and new looking for years.

Though Linowall is reasonable in cost, it offers several desirable qualities that are not obtainable in more expensive materials. Linowall can be formed without seams around inside and outside corners with radii as small as  $\frac{5}{8}$ ". Besides eliminating dirt-catching corners, this feature gives rooms a streamlined appearance. Colors do not wear off, because they go through to the back of the material. With ordinary care and barring accidents, Linowall lasts for many years and requires no costly refinishing. The preparation necessary for the installation of Linowall is often no more than that needed for wallpaper or paint. Like linoleum, Linowall is an extremely versatile material with many new and different design possibilities. Linostrips of contrasting color or inset designs may be used to add attractive distinction and individuality to an installation.

Linowall is made in sixteen marbleized patterns and in a single gauge (.050"). Even though it is water resistant, it should not be used in shower stalls or tub recesses, but it can be installed in adjacent areas.

Linowall has an Armofelt backing consisting of an extremely flexible fresh-fiber felt saturated with a clear resin that allows easy cutting and handling and does not mar light colored woodwork during installation.



Green No. 700



Black No. 703



Ivory No. 704



Peach No. 705



Tan No. 706



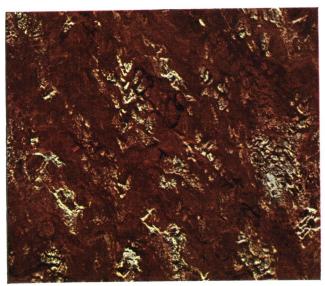
Mother-of-Pearl No. 707



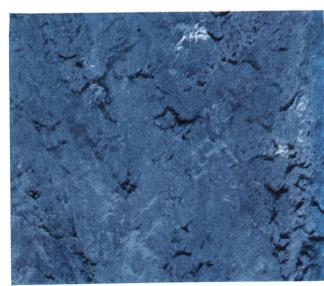
Primrose No. 708



Verde Antique No. 709



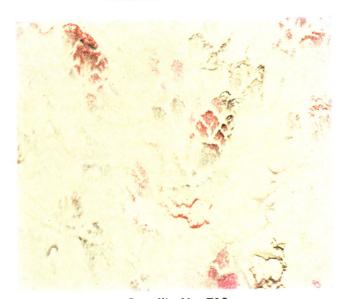
Sienna Red No. 710



Mountain Blue No. 711



1 and 2 yards wide



Camellia No. 712



Porcelain Blue No. 713



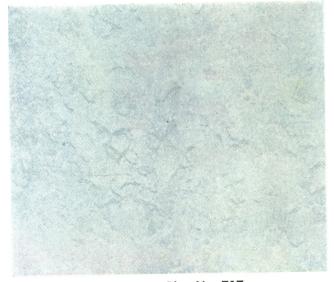
Cameo Coral No. 714



Fern Green No. 715



Bisque No. 716



Moonstone Blue No. 717

## ARMSTRONG'S LINOWALL

1 and 2 yards wide

# ARMSTRONG'S QUAKER WALL COVERING

Armstrong's Quaker Wall Covering is a practical, economical product with the same baked-enamel finish as Armstrong's Quaker Rugs and Floor Covering. It is designed to meet the need for a wall covering material that can be produced at low cost yet retain many of the desirable properties of higher priced materials. Quaker Wall Covering is suitable where ease of

cleaning, lasting beauty, and ease of installation are needed.

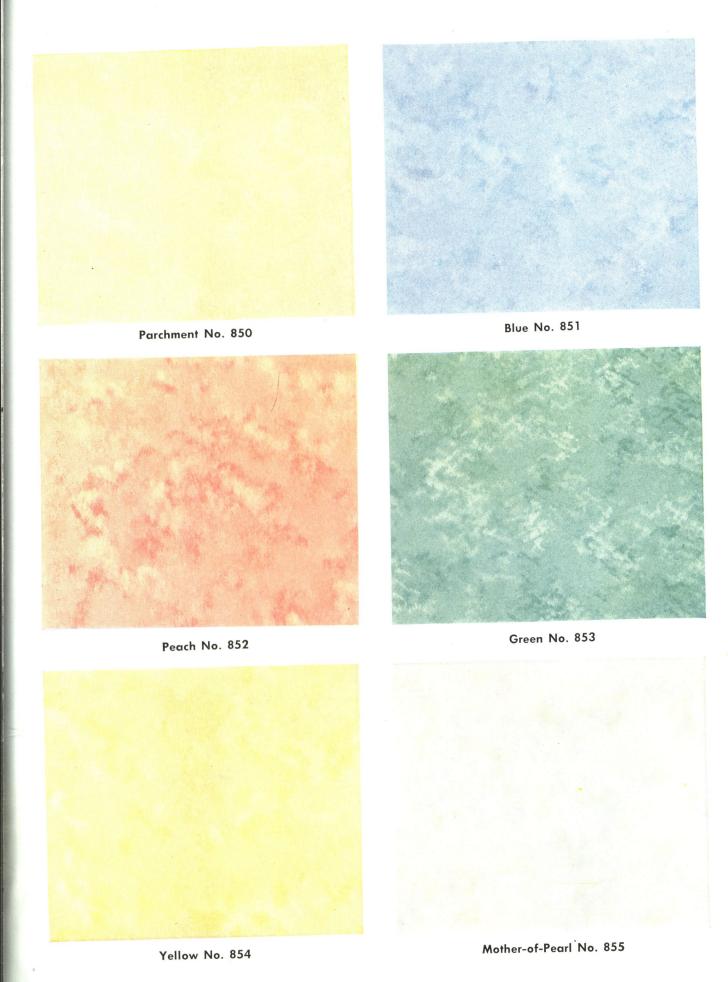
Quaker Wall Covering has the special Armofelt backing, a fresh-fiber felt impregnated with a clear resin saturant that does not mar light colored woodwork during installation. It is extremely flexible and easy to install. Quaker Wall Covering can be installed over any smooth, dry, firm wall of plaster, hardboard, plywood or gypsum wall board without elaborate and expensive preparation. An installation can be completed in the average size room in a few hours with a few simple tools. Seams can be made practically invisible. Available in a convenient 54" width, Quaker Wall Covering can be installed either as a wainscoting or from floor to ceiling.

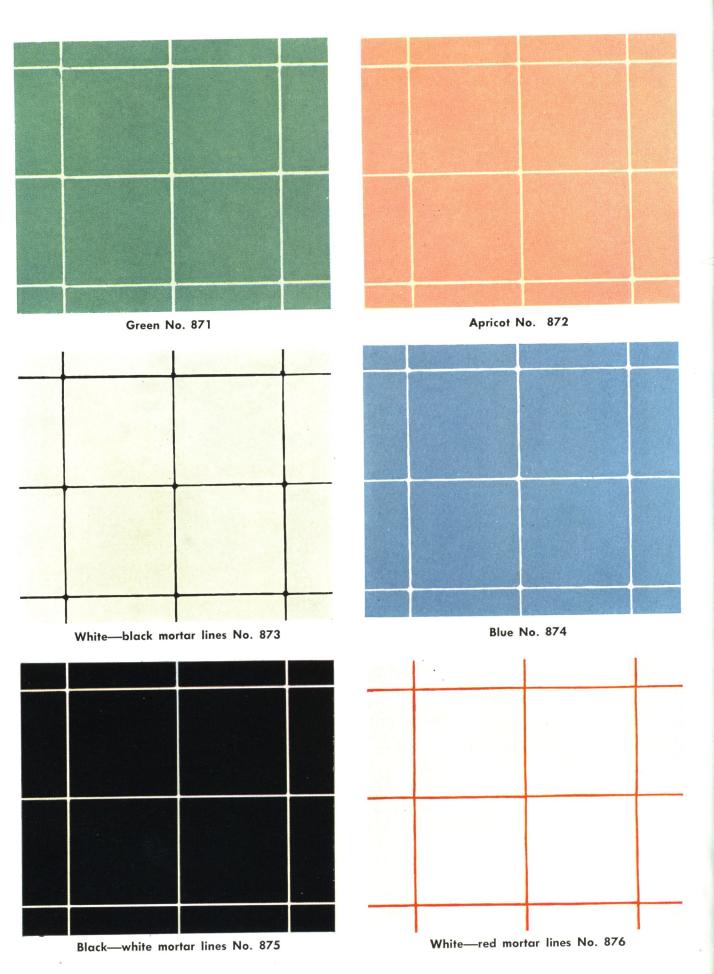
Armstrong's Quaker Wall Covering may be used in kitchens, laundries above ground level, and in bathrooms, except around built-in showers or bathtubs. It is a particularly good choice for kitchens, where walls must be resistant to splashed water, smoke, and cooking greases. The tough enamel surface and resilient felt backing of Quaker Wall Covering make it ideal for rooms where a resilient wall finish is needed that will resist damage from ordinary bumps and knocks. Shops and restaurants, where walls must be kept clean and sanitary, will find Armstrong's Quaker Wall Covering extremely practical.

Like Armstrong's Quaker Rugs and Floor Covering, Quaker Wall Covering needs only an occasional wiping with a damp cloth to keep it clean and sparkling. This minimum care, plus a periodic cleaning with Armstrong's Liquid Cleaner or a mild soap and water, is all the maintenance that

Quaker Wall Covering requires.

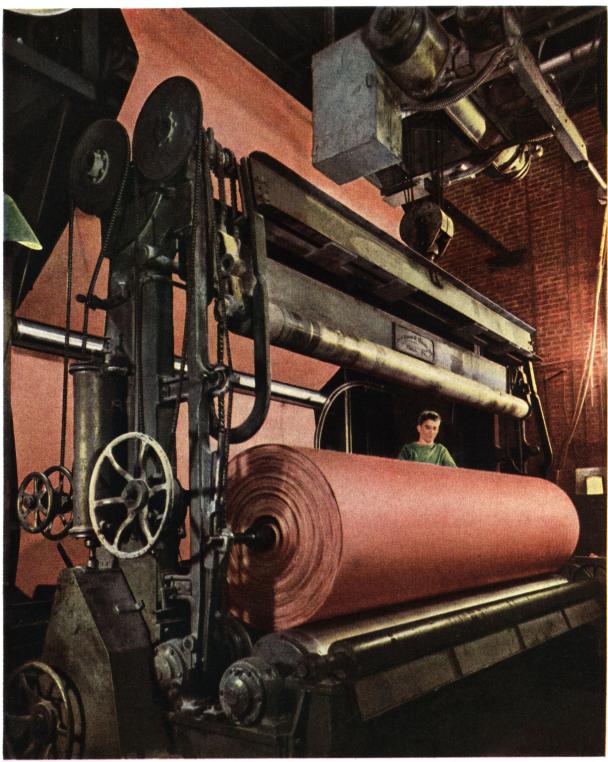
Armstrong's Quaker Wall Covering is offered in six Mello-tone Marbelle patterns and six tile type designs. A suitable pattern to go with almost any color scheme can be found in the range of colors offered.







ARMSTRONG'S
QUAKER
RUGS
FLOOR COVERING



Within its own factories, Armstrong manufactures the felt that goes into its floor covering products. Many of the

machines essential to the production of quality floor coverings have been designed by Armstrong engineers.

# **ARMSTRONG'S**

### ... now the first name in felt-base, too.

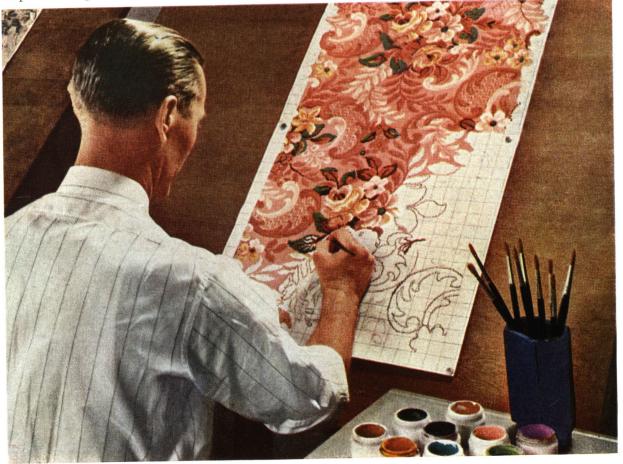
Within the last decade, Armstrong's Quaker has become a name that is almost as well and favorably known to the American public as the name of Armstrong's Linoleum. The story behind that rise in popularity is an interesting one, for it grew out of a completely new and different concept of the felt-base business.

Felt-base had always been regarded as a product where low price was more important than anything else. What could be done, Armstrong

men asked, if quality and style were made the main considerations? Was it not possible that the economies of mass production would offset the higher costs of finer quality and better styling so that the public might buy a more desirable and longer wearing felt-base material, still at a comparatively low price?

Almost everyone knows what resulted from following that thinking. Armstrong's Quaker Rugs and Floor Covering have established new stand-

An extensive knowledge of current style and color trends helps Armstrong's designers in creating new felt-base floor covering patterns each year that maintain style leadership. Here an artist designs a graceful floral pattern.



ards of beauty and style, added greater ease of cleaning, and substantially increased wear resistance. Yet the cost is still within easy reach of low incomes—because, as the public has responded and doubled and redoubled its purchases, Armstrong has used the savings of mass production to keep prices down.

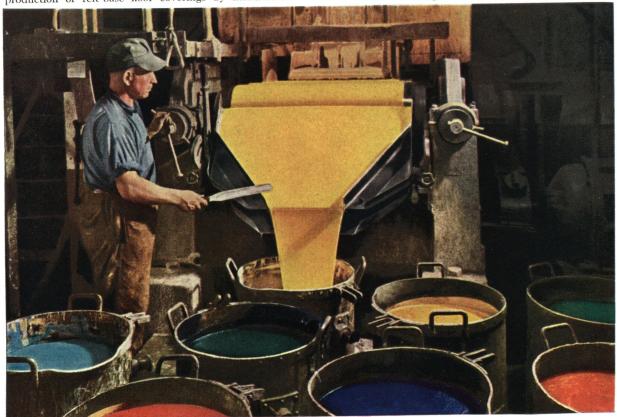
The low cost of an Armstrong's Quaker Rug, even in times of high prices, is all the more remarkable when you consider the long and complicated manufacturing process involved. It begins at Armstrong's own felt mill at Fulton, New York. There, rags are hand selected, reduced to fiber, and then felted on a giant machine into a continuous sheet as long as a city block. Then the felt is moved to the Armstrong plant at Lancaster, Pennsylvania. In another giant machine, it is saturated with asphalt. Then both sides of the sheet are coated with sealing and surfacing compounds. In the meantime, highly skilled

Armstrong maintains high standards of quality in the production of felt-base floor coverings by manufactur-

craftsmen have been making, by hand, the printing blocks to transfer the artist's design to the material. That is done on another big and very intricate machine, as many as eighteen different printing colors sometimes being used. After the material is printed, it is "baked" in giant stoves. Finally it is cut into rugs, each of which is individually inspected, labeled, and packed in a separate shipping container. Then that rug is shipped across the country to a wholesaler's stock, sent to a retailer's store, and sold finally to a customer at a price for a room-size rug that is usually less than that same customer would pay for a hat or a pair of shoes!

It is a matter of constant amazement, even to those who are familiar with the story, that so much can be given for so few dollars. It can be done only because of the tremendous volume in which Armstrong's felt-base is made and the fact that Armstrong does all manufacturing in its

ing most of the ingredients within its own factory walls. Here enamel is being made in Armstrong's paint mill.





Armstrong's Line of felt-base floor coverings is extremely diversified. There are designs available to go with al-

most any style of decoration and varied color combinations that will harmonize well with any color scheme.

own plants. Every step of the process, all the way from the beginning of the primary felt-making, is done by Armstrong men and women in Armstrong factories. Every penny that is saved by the manufacturing efficiencies of this one-company operation is passed along as a direct saving for the floor covering customer.

An important Armstrong objective has been to make available to the low-income buyer, rugs and floor covering that were just as finely styled and beautifully colored as if they sold for many times as much money. The response of the public has clearly proved that there is no lack of appreciation for fine design in the mass market. As a matter of fact, superior styling has definitely broadened the market, and Armstrong's Quaker Rugs and Floor Covering are now frequently found in secondary rooms of the best homes and are quite often used as summer-time

replacements for fine rugs and carpets.

In thousands upon thousands of homes from coast to coast, Armstrong's Quaker Rugs or Floor Covering are used in every kind of room. Thus many different styles and colorings are needed, not only to fit the decorative needs of different types of rooms but also to meet widely varying tastes. Every year Armstrong designers and artists travel all over the country to talk with customers and store owners and find out exactly what these tastes are. Thus, the Armstrong Line is a long one, varying through many kinds of designs and a wide range of colorings.

Many customers who are now numbered among the millions of Armstrong's boosters have made their acquaintance with Armstrong's Quaker Rugs through the Theatre of Today radio program, broadcast every Saturday over the network of the Columbia Broadcasting System.



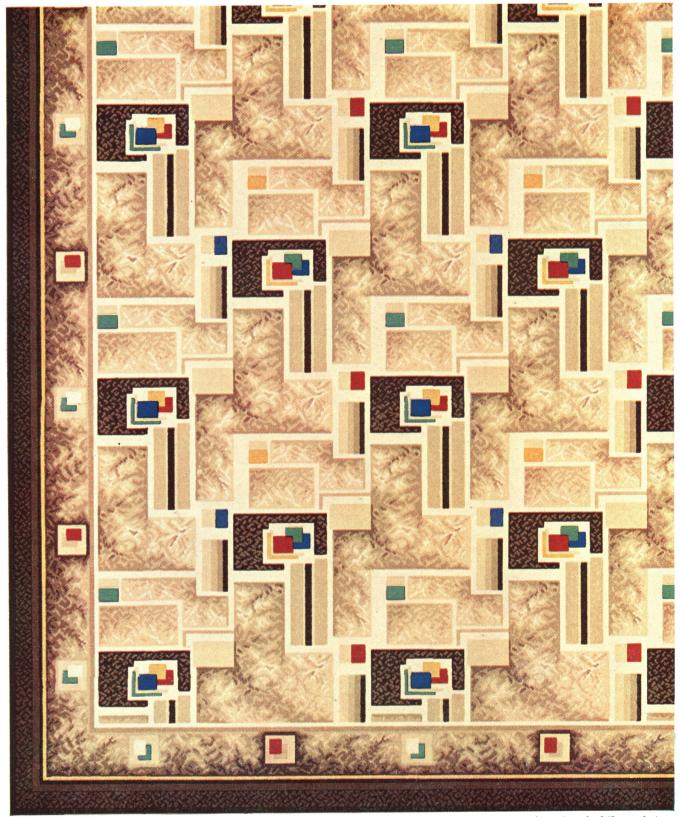
Approximately 1/6 actual size

 $3' \times 9'$   $6' \times 9'$   $7\frac{1}{2}' \times 9'$   $9' \times 10\frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$ 



Approximately 1/6 actual size

 $3' \times 9'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$   $6' \times 9'$   $7 \frac{1}{2} \times 9'$   $9' \times 10 \frac{1}{2} \times 9'$   $12' \times 15'$ 



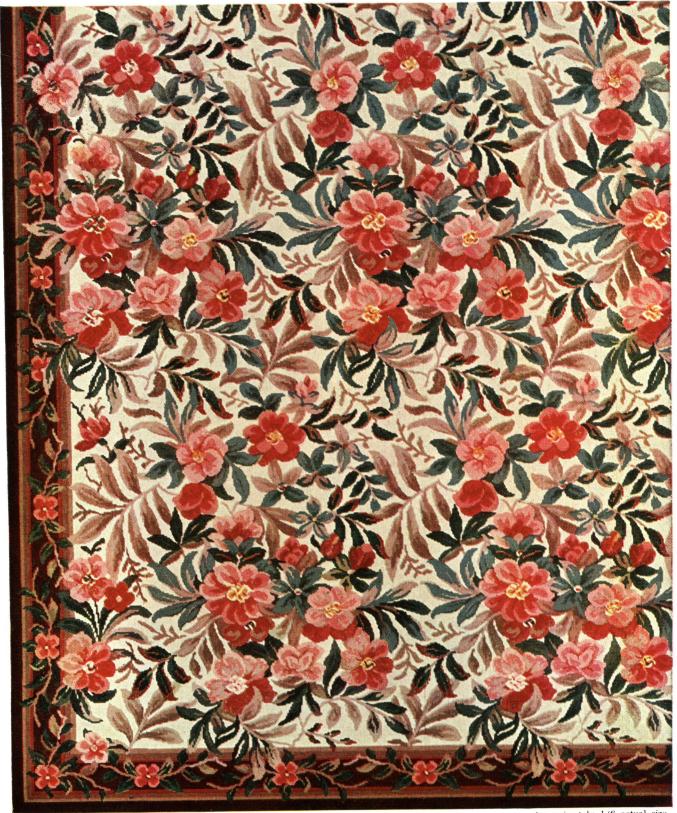
Approximately 1/6 actual size

 $3' \times 9'$   $6' \times 9'$   $7\frac{1}{2}' \times 9'$   $9' \times 10\frac{1}{2}'$   $9\frac{1}{2} \times 15'$   $12' \times 15'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$ 



Approximately 1/6 actual size

 $3' \times 9'$   $3' \times 12^{2}$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$   $6' \times 9'$   $7\frac{1}{2}' \times 9'$   $9' \times 10\frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$ 



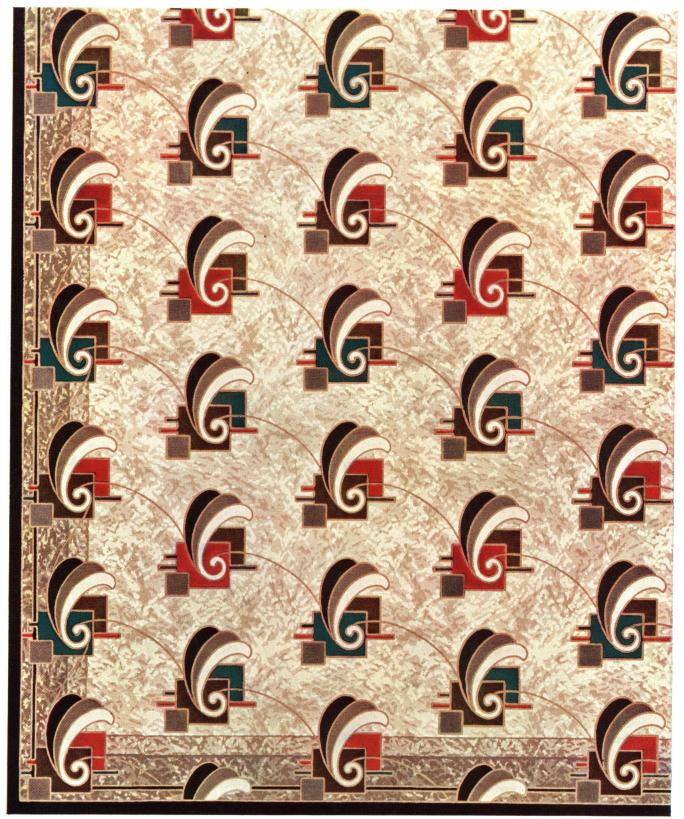
Approximately 1/6 actual size

12' x 15' 9' x 10 1/2' 9' x 15' 71/2' x 9' 3' x 9' 6' x 9' 12' x 12' 9' x 12' 6' x 12' 9' x 9' 3' x 12'



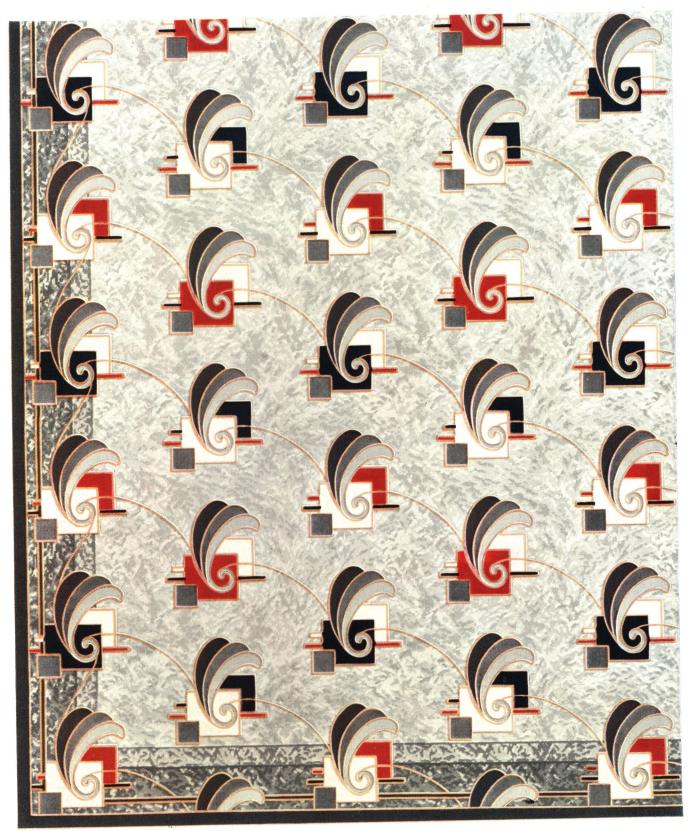
Approximately 1/6 actual size

 $3' \times 9'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$   $6' \times 9'$   $7 \frac{1}{2}' \times 9'$   $9' \times 10 \frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$ 



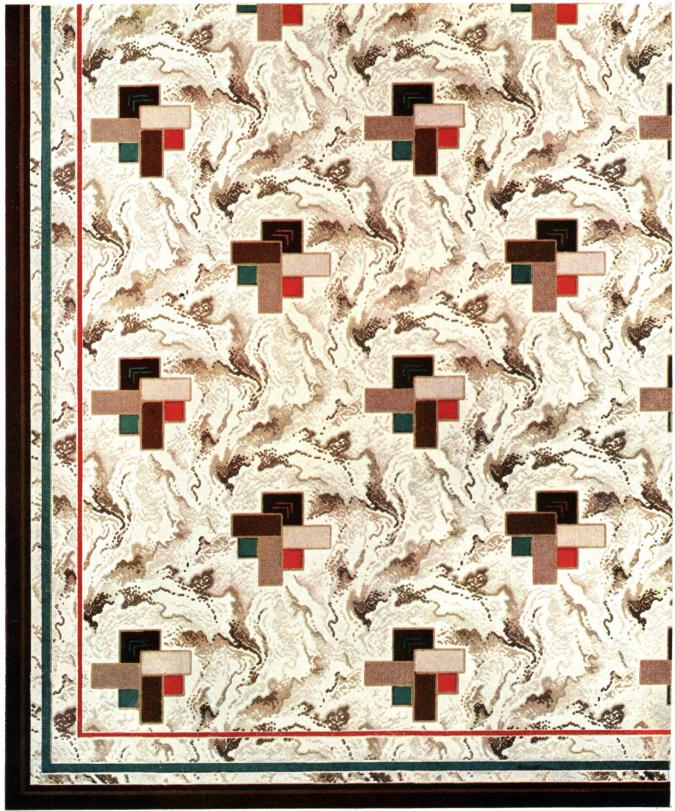
Approximately 1/6 actual size

 $3' \times 9'$   $6' \times 9'$   $7 \frac{1}{2}' \times 9'$   $9' \times 10 \frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$ 



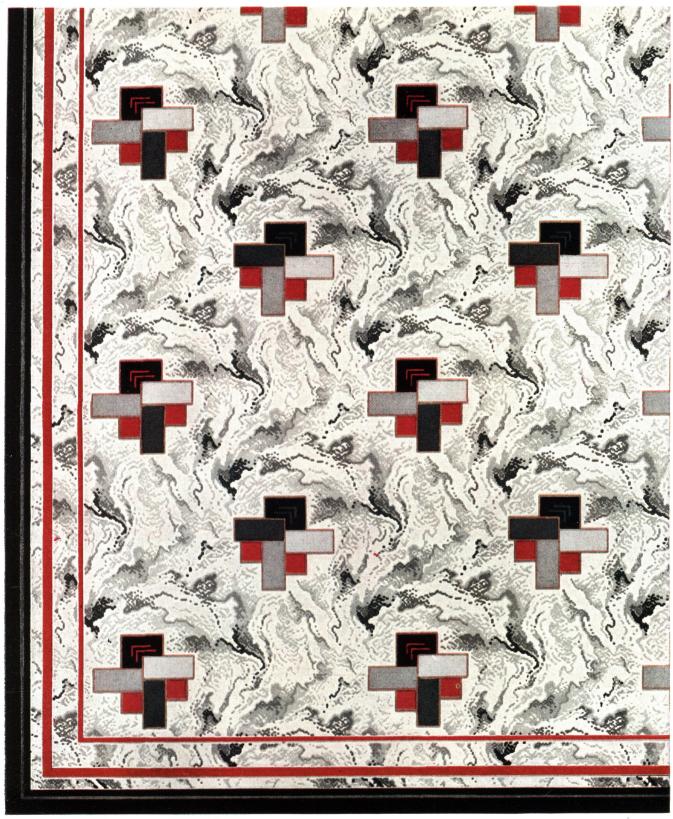
Approximately 1/6 actual size

 $3' \times 9'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$   $6' \times 9'$   $7 \frac{12}{2} \times 9'$   $9' \times 10 \frac{12}{2}$   $9' \times 15'$   $12' \times 15'$ 



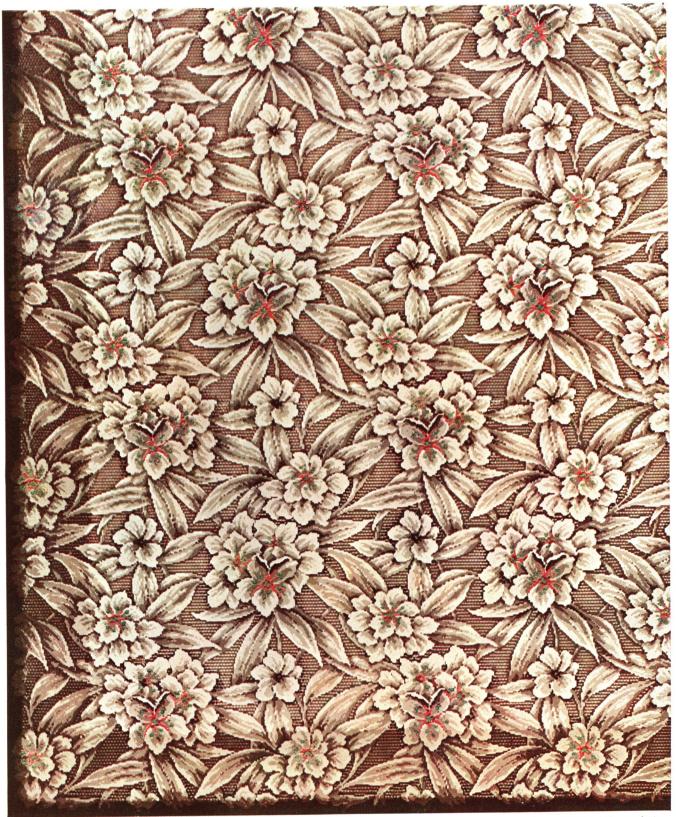
Approximately 1/6 actual size

 $3' \times 9'$   $6' \times 9'$   $7 \frac{1}{2}' \times 9'$   $9' \times 10 \frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$ 



Approximately 1/6 actual size

 $3' \times 9'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$   $6' \times 9'$   $7\frac{1}{2}' \times 9'$   $9' \times 10\frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$ 



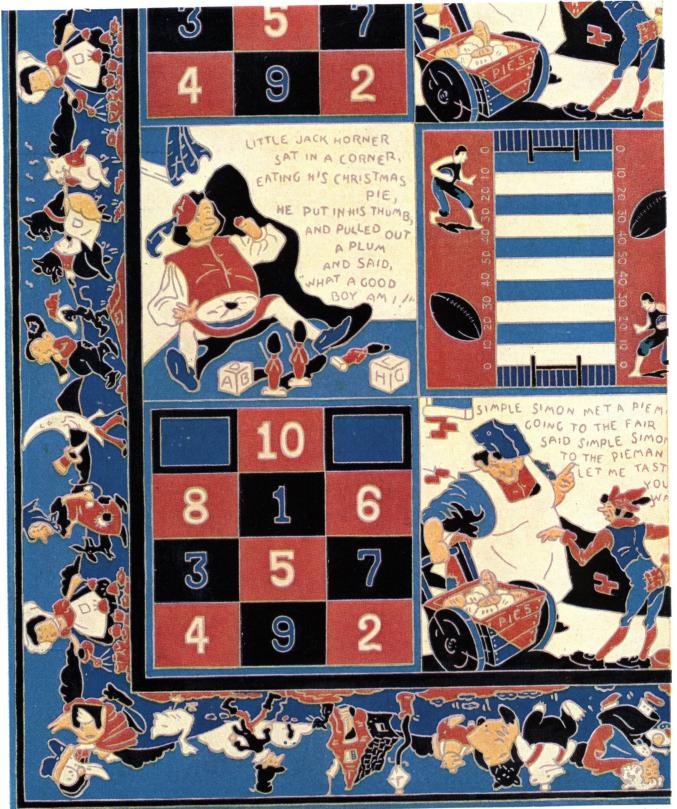
Approximately 1/6 actual size

 $3' \times 9'$   $6' \times 9'$   $7 \frac{1}{2} ' \times 9'$   $9' \times 10 \frac{1}{2} '$   $9' \times 15'$   $12' \times 15'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$ 



Approximately 1/6 actual size

 $3' \times 9'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$   $6' \times 9'$   $7\frac{1}{2}' \times 9'$   $9' \times 10\frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$ 



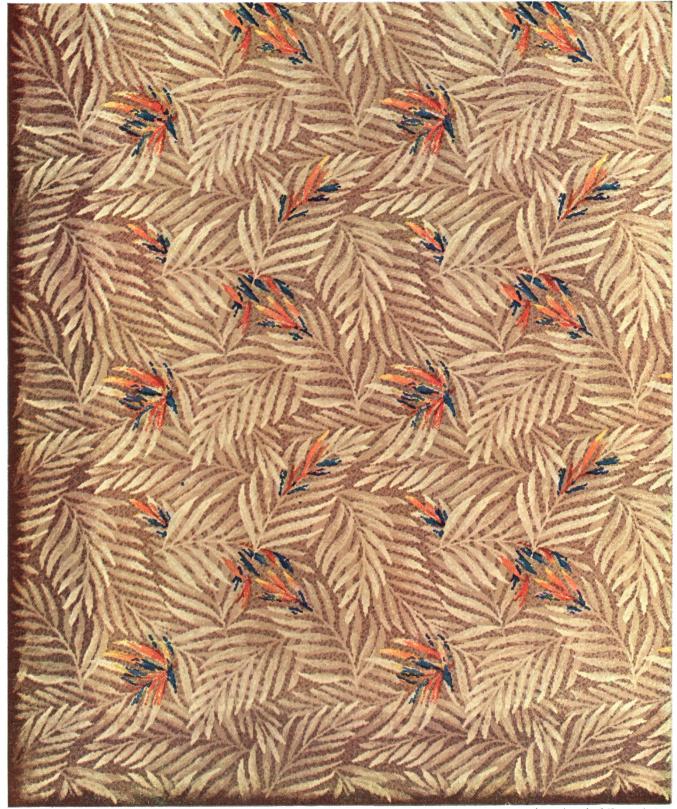
Approximately 1/6 actual size

 $6' \times 9'$   $7\frac{1}{2}' \times 9'$   $9' \times 10\frac{1}{2}'$   $9' \times 12'$ 



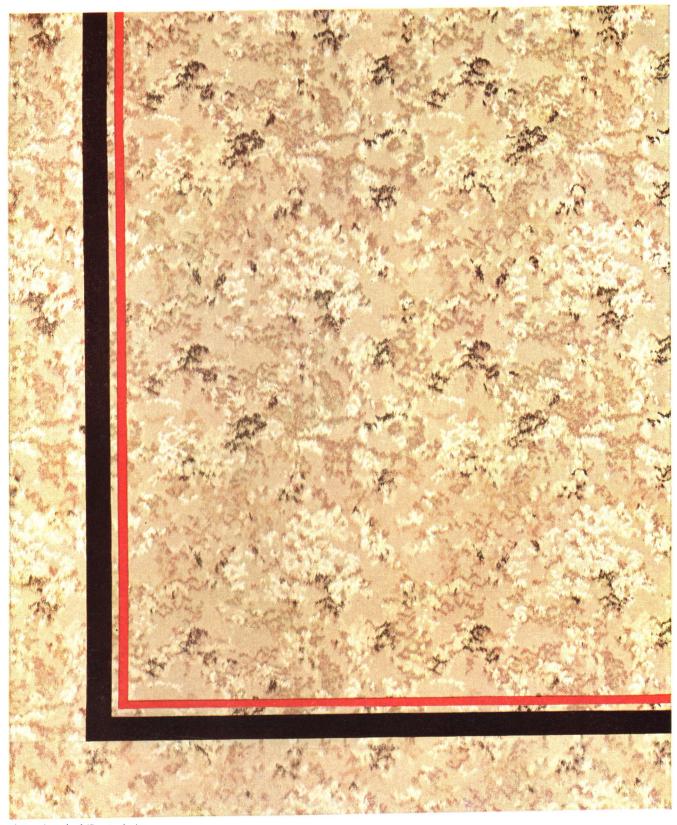
Approximately 1/6 actual size

 $3' \times 9'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$   $6' \times 9'$   $7\frac{1}{2}' \times 9'$   $9' \times 10\frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$ 



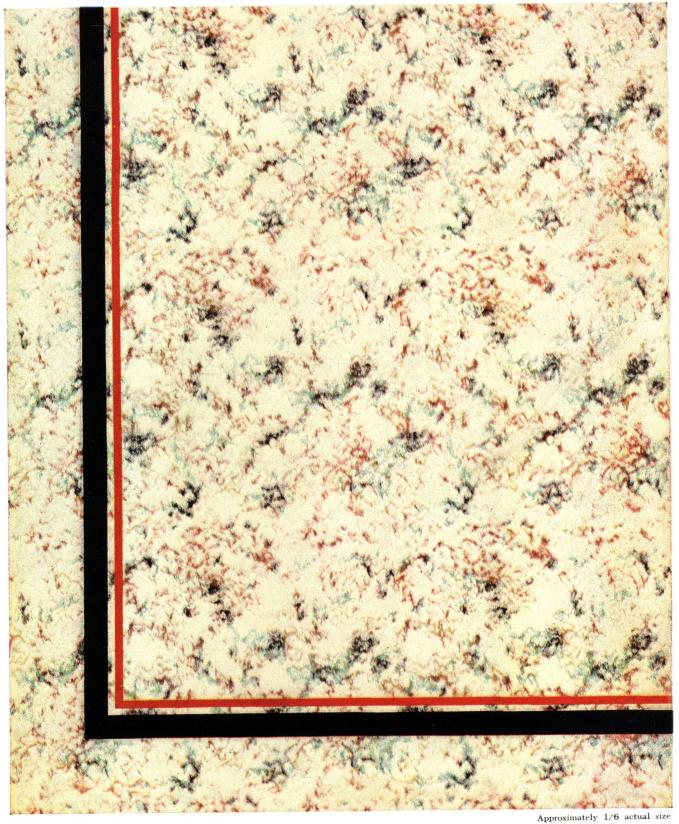
Approximately 1/6 actual size

 $3' \times 9'$   $6' \times 9'$   $7 \frac{1}{2} \times 9'$   $9' \times 10 \frac{1}{2} '$   $9' \times 15'$   $12' \times 15'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$ 



Approximately 1/6 actual size

 $3' \times 9'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$   $6' \times 9'$   $7 \frac{12}{2} \times 9'$   $9' \times 10 \frac{12}{2}$   $9' \times 15'$   $12' \times 15'$ 



12' x 15' 9' x 15' 9' x 101/2' 12' x 12' 3' x 12'



Approximately 1/6 actual size

 $3' \times 9'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$   $6' \times 9'$   $7 \frac{1}{2}' \times 9'$   $9' \times 10 \frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$ 



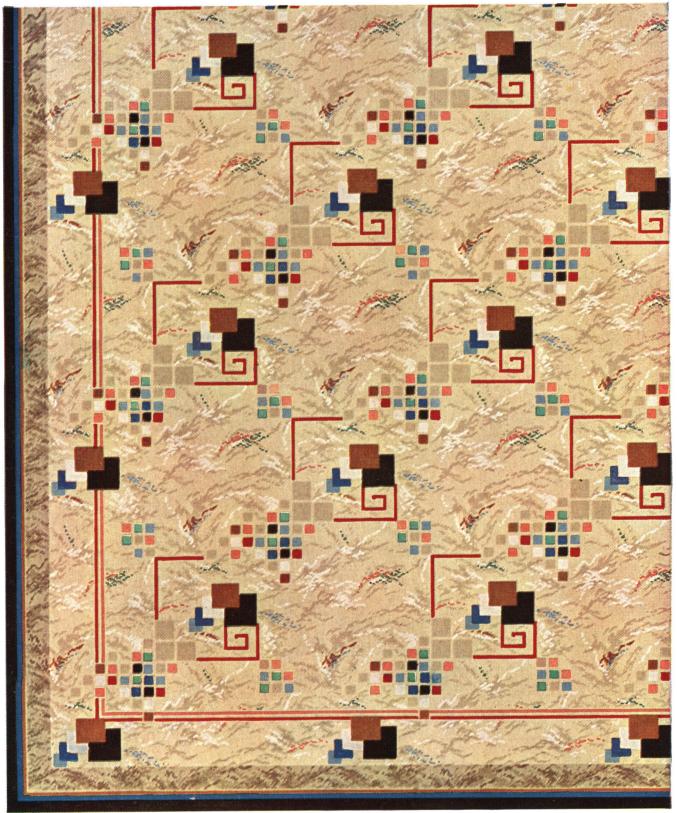
Approximately 1/6 actual size

 $3' \times 9'$   $6' \times 9'$   $7\frac{1}{2}' \times 9'$   $9' \times 10\frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$ 



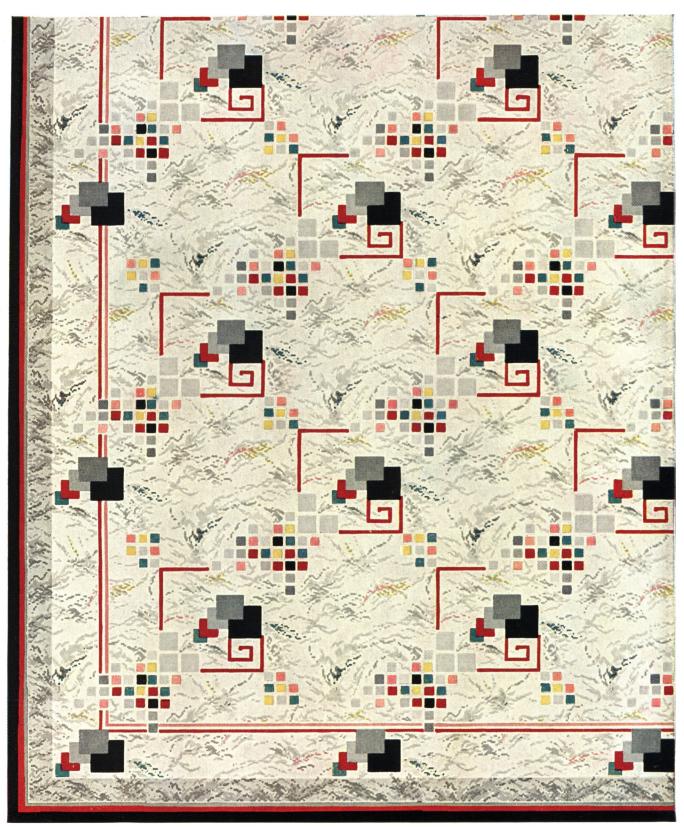
Approximately 1/6 actual size

 $3' \times 9'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$   $6' \times 9'$   $7 \frac{1}{2}' \times 9'$   $9' \times 10 \frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$ 



Approximately 1/6 actual size

 $3' \times 9'$   $6' \times 9'$   $7\frac{1}{2}' \times 9'$   $9' \times 10\frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$ 



Approximately 1/6 actual size

 $3' \times 9'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$   $6' \times 9'$   $7 \frac{12}{2} \times 9'$   $9' \times 10 \frac{12}{2}$   $9' \times 15'$   $12' \times 15'$ 

ARMSTRONG'S QUAKER RUG **No. 4946** 



Approximately 1/6 actual size

ARMSTRONG'S QUAKER RUG No. 4955

 $3' \times 9'$   $6' \times 9'$   $7\frac{1}{2}' \times 9'$   $9' \times 10\frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$ 



Approximately 1/6 actual size

 $3' \times 9'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$   $6' \times 9'$   $7\frac{1}{2}' \times 9'$   $9' \times 10\frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$ 

ARMSTRONG'S QUAKER RUG No. 4956



Approximately 1/6 actual size

ARMSTRONG'S QUAKER RUG No. 4975

 $3' \times 9'$   $6' \times 9'$   $7 \frac{1}{2}' \times 9'$   $9' \times 10 \frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$ 



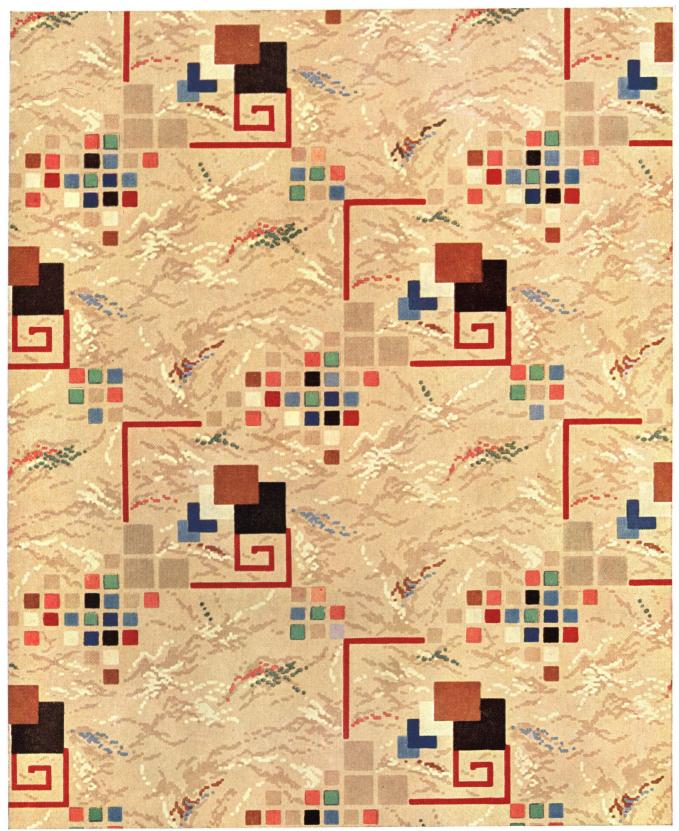
Approximately 1/6 actual size

3' x 9' 3' x 12' 6' x 12' 9' x 9' 9' x 12' 12' x 12' 6' x 9' 7 ½' x 9' 9' x 10 ½' 9' x 15' 12' x 15' ARMSTRONG'S QUAKER RUG **No. 4976** 



Approximately 1/4 actual size

2 yards wide only



Approximately 1/4 actual size

ARMSTRONG'S
QUAKER FLOOR COVERING
No. 2585



ARMSTRONG'S
QUAKER FLOOR COVERING
No. 2586

2, 3, and 4 yards wide



Approximately 1/4 actual size



Approximately 1/4 actual size



Approximately 1/4 actual size

ARMSTRONG'S
QUAKER FLOOR COVERING
No. 2645

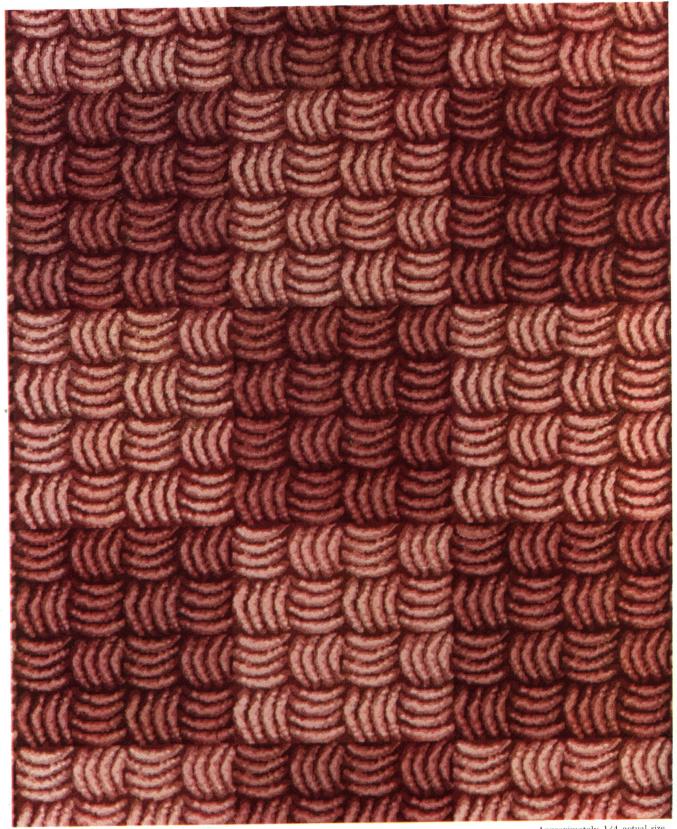


Approximately 1/4 actual size

**ARMSTRONG'S** QUAKER FLOOR COVERING No. 2646



Approximately 1/4 actual size



Approximately 1/4 actual size



Approximately 1/4 actual size

ARMSTRONG'S
QUAKER FLOOR COVERING
No. 2665



Approximately 1/4 actual size



Approximately 1/4 actual size

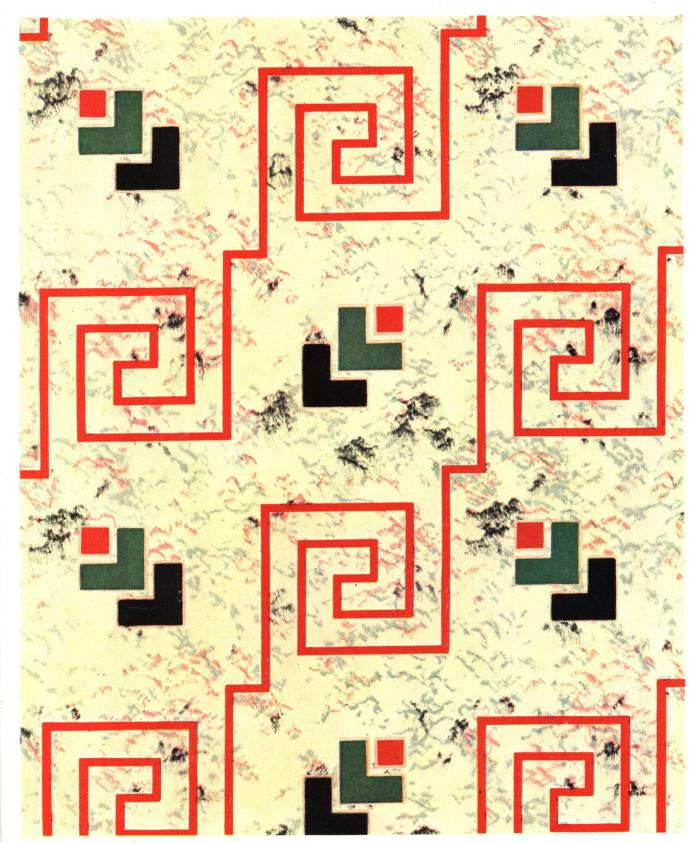
ARMSTRONG'S

QUAKER FLOOR COVERING

No. 2675

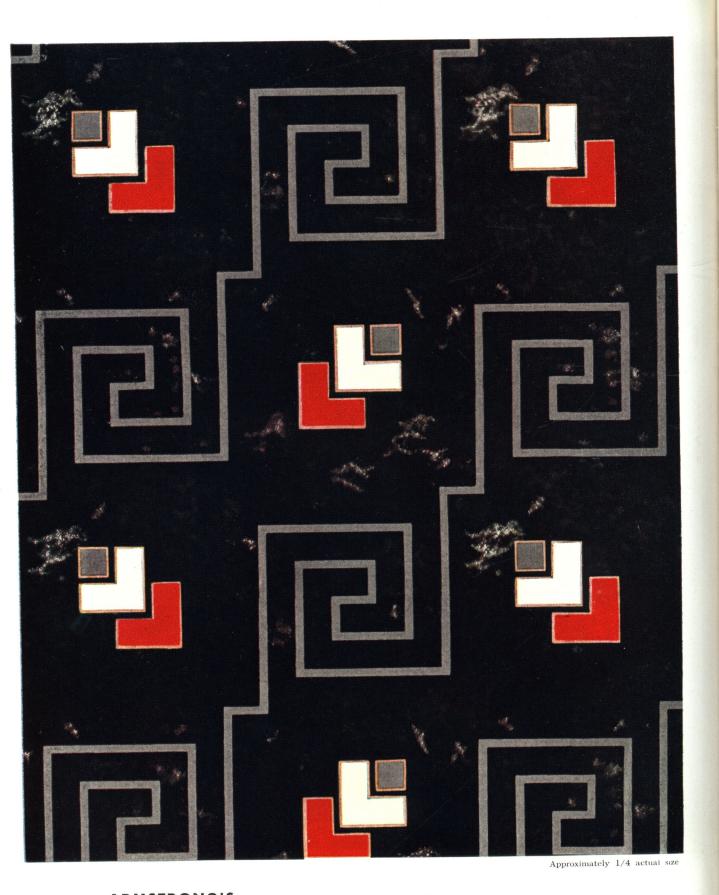


Approximately 1/4 actual size



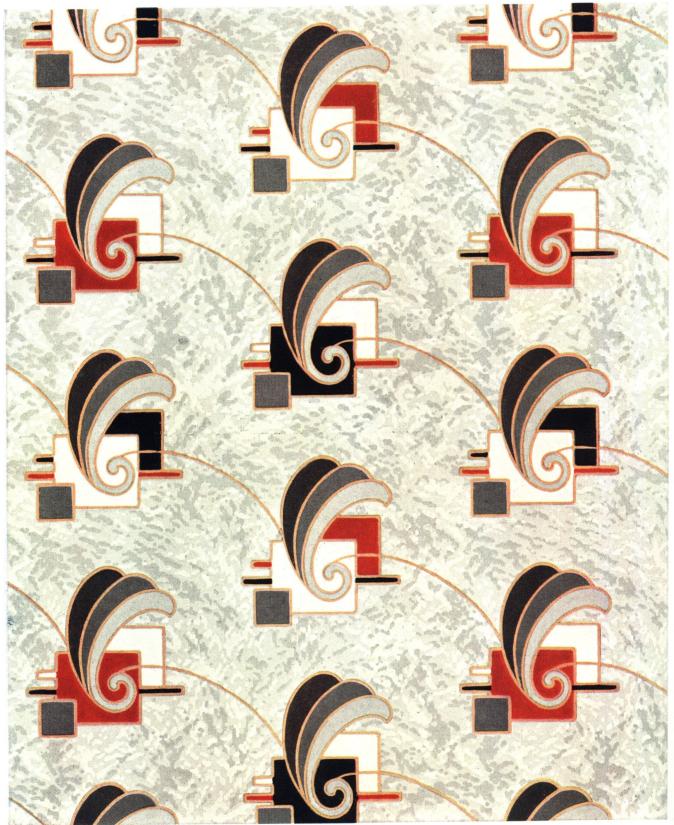
Approximately 1/4 actual size

ARMSTRONG'S
QUAKER FLOOR COVERING
No. 2685





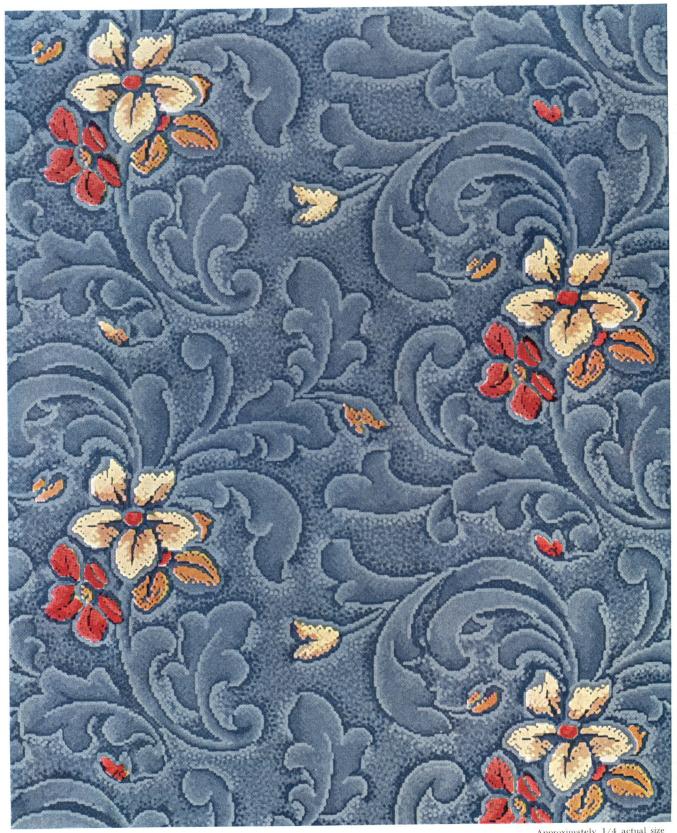
Approximately 1/4 actual size



Approximately 1/4 actual size



Approximately 1/4 actual size

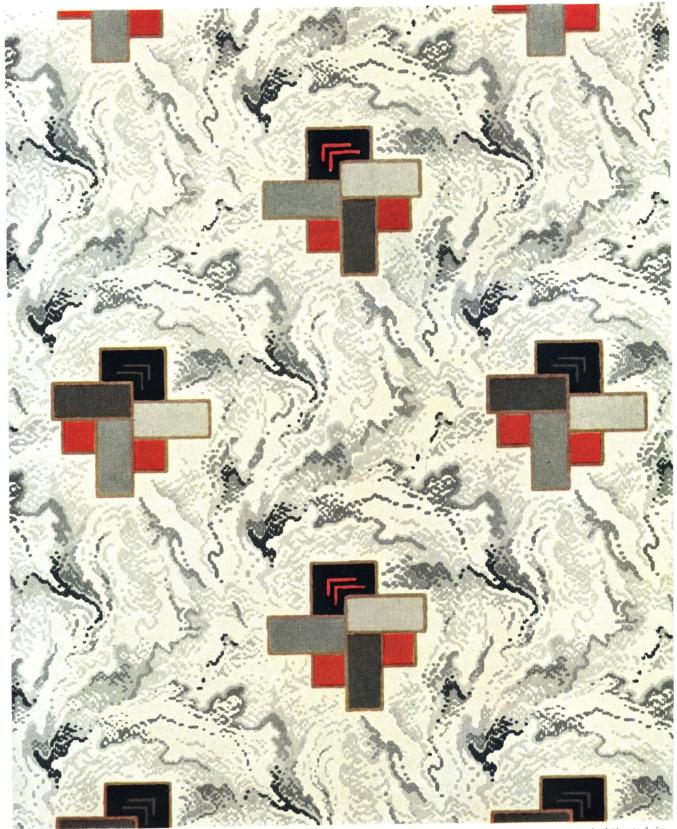


Approximately 1/4 actual size



Approximately 1/4 actual size

ARMSTRONG'S
QUAKER FLOOR COVERING
No. 2710



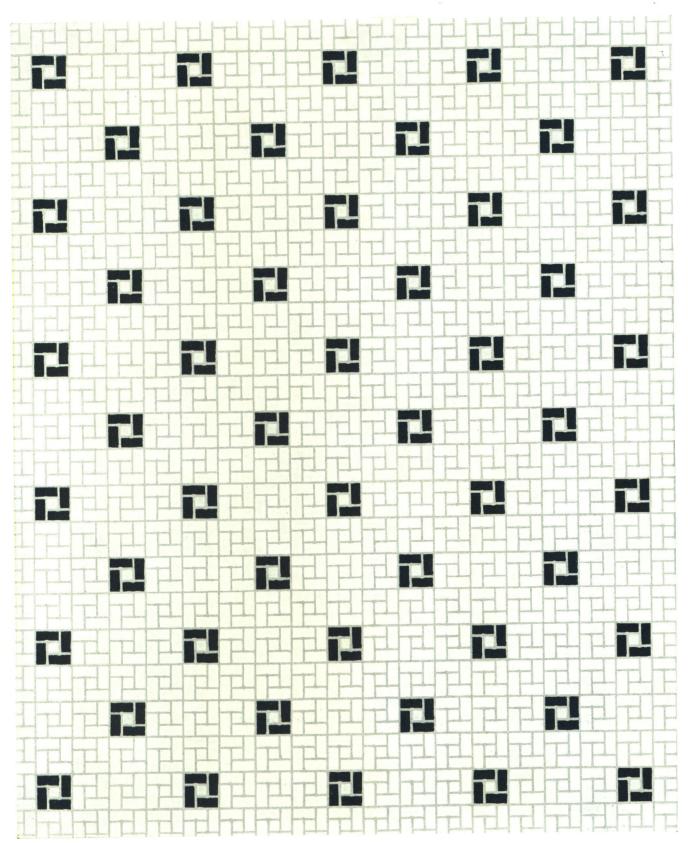
Approximately 1/4 actual size



Approximately 1/4 actual size



Approximately 1/4 actual size



Approximately 1/4 actual size

ARMSTRONG'S
QUAKER FLOOR COVERING
No. 2873

2 yards wide only



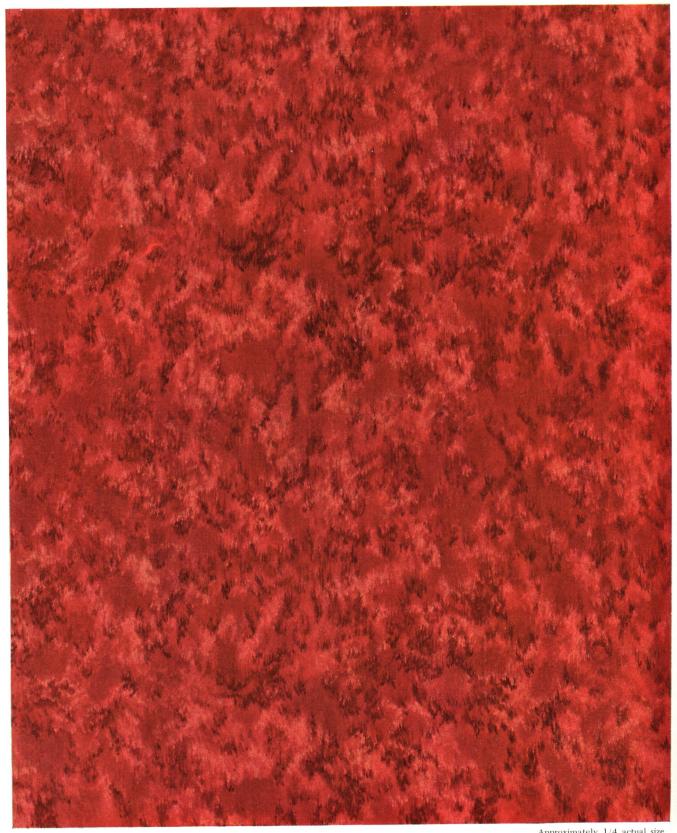
ARMSTRONG'S QUAKER FLOOR COVERING No. 2940

2, 3, and 4 yards wide



Approximately 1/4 actual size

ARMSTRONG'S
QUAKER FLOOR COVERING
No. 2942



Approximately 1/4 actual size

ARMSTRONG'S QUAKER FLOOR COVERING No. 2943

2 yards wide only

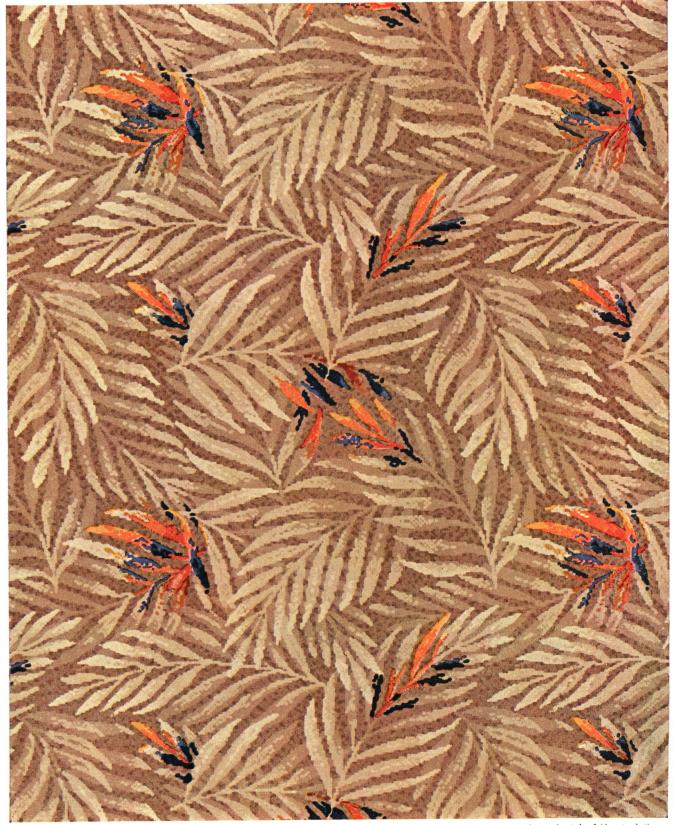


Approximately 1/4 actual size

ARMSTRONG'S

QUAKER FLOOR COVERING

No. 2946



Approximately 1/4 actual size

ARMSTRONG'S
QUAKER FLOOR COVERING
No. 2981

## ARMSTRONG'S QUAKER PASSAGE COVERING

Armstrong's Quaker Passage Covering is an ideal flooring choice for halls and passages where appearance and ease of cleaning are desired but where low cost is an important factor.

Manufactured to the same high standards of quality as Armstrong's Quaker Rugs and Floor Covering, Armstrong's Quaker Passage Covering consists of a lustrous, long-wearing enamel surface baked on a tough felt backing that is specially processed for extra durability and maximum smoothness. Armstrong's Quaker Passage Covering can be cemented direct and later removed without damage to a wood subfloor because of Armstrong's patented Safety-Back feature.

Because the enamel surface of Quaker Passage Covering is mirror-smooth, it resists dust and dirt and is easy to clean and keep clean. Dusting, periodic damp mopping, and an occasional waxing with Armstrong's Linogloss Wax are all the care it needs.

The five patterns of Armstrong's Quaker Passage Covering have been created by the same master artists whose talent and skill have won wide praise for the styling of Armstrong's Linoleum and Armstrong's Quaker Rugs. These five patterns feature harmonious blending of tasteful colors.

The entire selection of Armstrong's Quaker Passage Covering is available in both 24" and 36" widths.

**ARMSTRONG'S** QUAKER PASSAGE COVERING No. P250

24 and 36 inches wide



Approximately 1/6 actual size



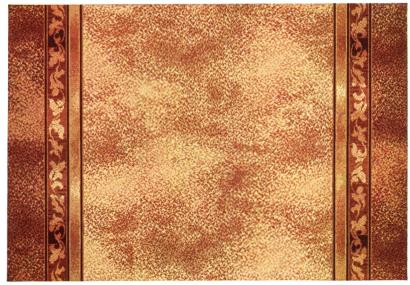
Approximately 1/6 actual size

ARMSTRONG'S QUAKER PASSAGE COVERING No. P251

24 and 36 inches wide

## ARMSTRONG'S QUAKER PASSAGE COVERING No. P230

24 and 36 inches wide



Approximately 1/6 actual size



ARMSTRONG'S
QUAKER PASSAGE
COVERING
No. P240

24 and 36 inches wide

Approximately 1/6 actual size

ARMSTRONG'S
QUAKER PASSAGE
COVERING
No. P241

24 and 36 inches wide



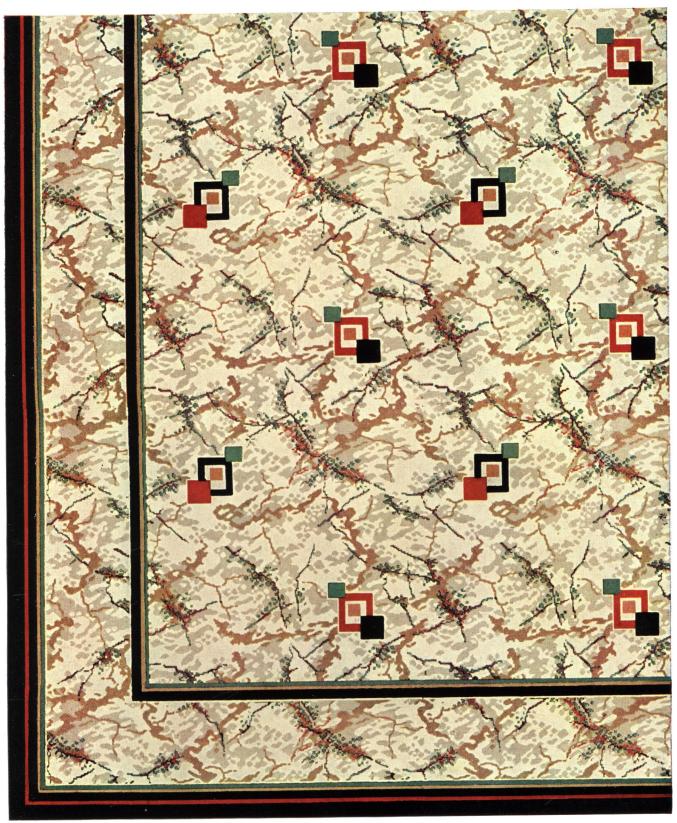
Approximately 1/6 actual size



ARMSTRONG'S
STANDARD
RUGS
FLOOR COVERING



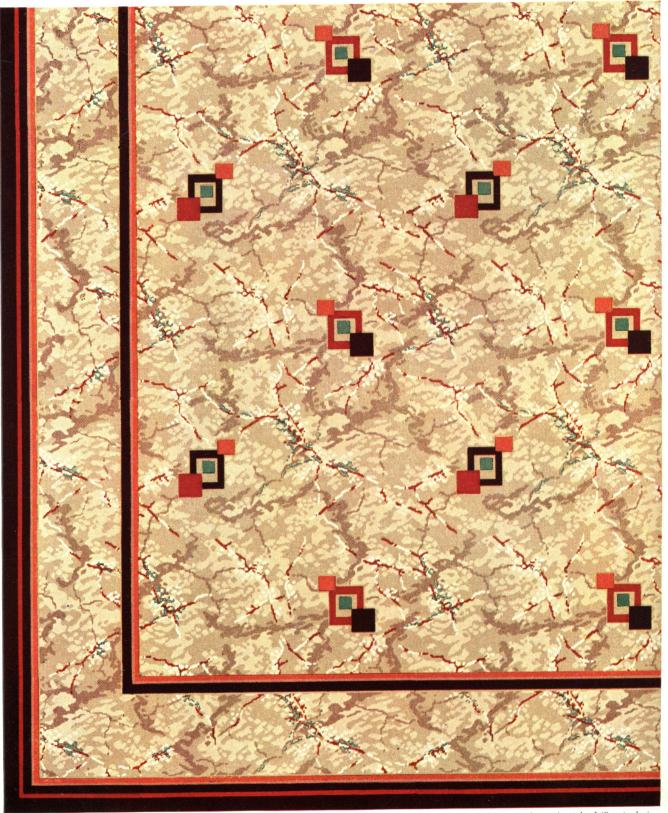
Approximately 1/6 actual size



Approximately 1/6 actual size

 $3' \times 9'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$   $6' \times 9'$   $7\frac{1}{2}' \times 9'$   $9' \times 10\frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$ 

ARMSTRONG'S STANDARD RUG No. 3300



Approximately 1/6 actual size



Approximately 1/6 actual size

 $3' \times 9'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$   $6' \times 9'$   $7 \frac{1}{2}' \times 9'$   $9' \times 10 \frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$ 

ARMSTRONG'S
STANDARD RUG
No. 3320



Approximately 1/6 actual size



Approximately 1/6 actual size

 $3' \times 9'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$   $6' \times 9'$   $7\frac{1}{2}' \times 9'$   $9' \times 10\frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$ 

ARMSTRONG'S
STANDARD RUG
No. 3330



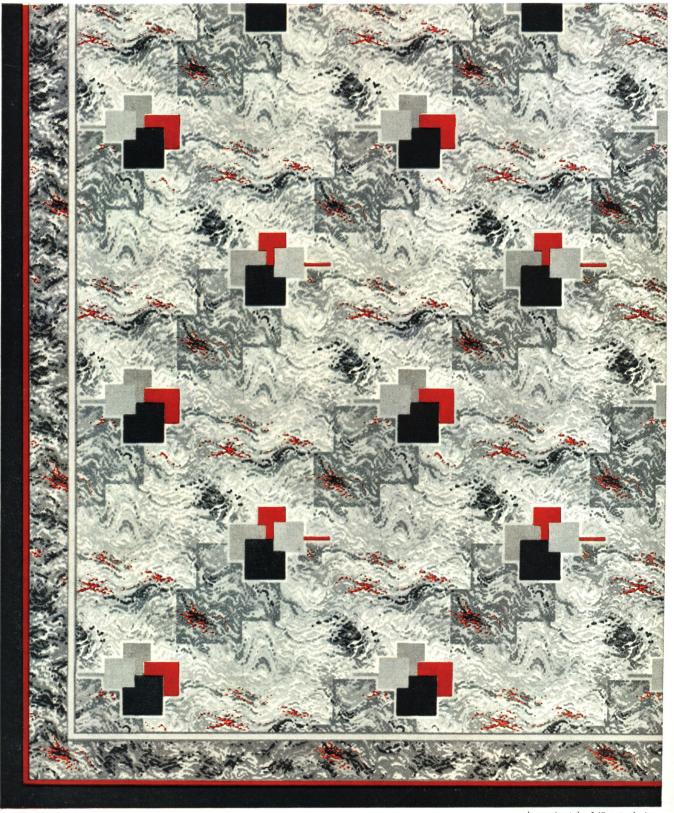
Approximately 1/6 actual size



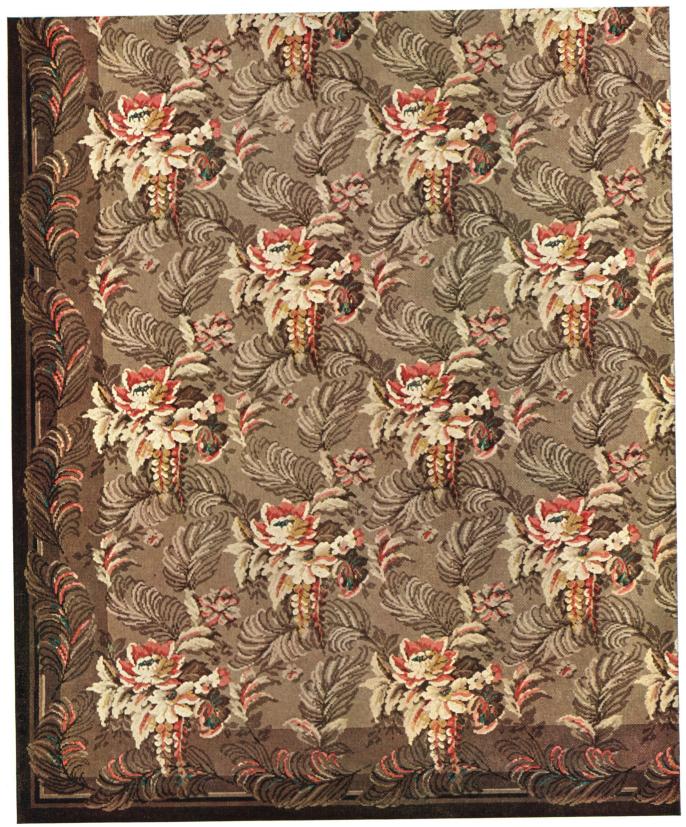
Approximately 1/6 actual size

 $3' \times 9'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$   $6' \times 9'$   $7\frac{1}{2}' \times 9'$   $9' \times 10\frac{1}{2}'$   $9' \times 15'$   $12' \times 15'$ 

ARMSTRONG'S STANDARD RUG No. 3340



Approximately 1/6 actual size



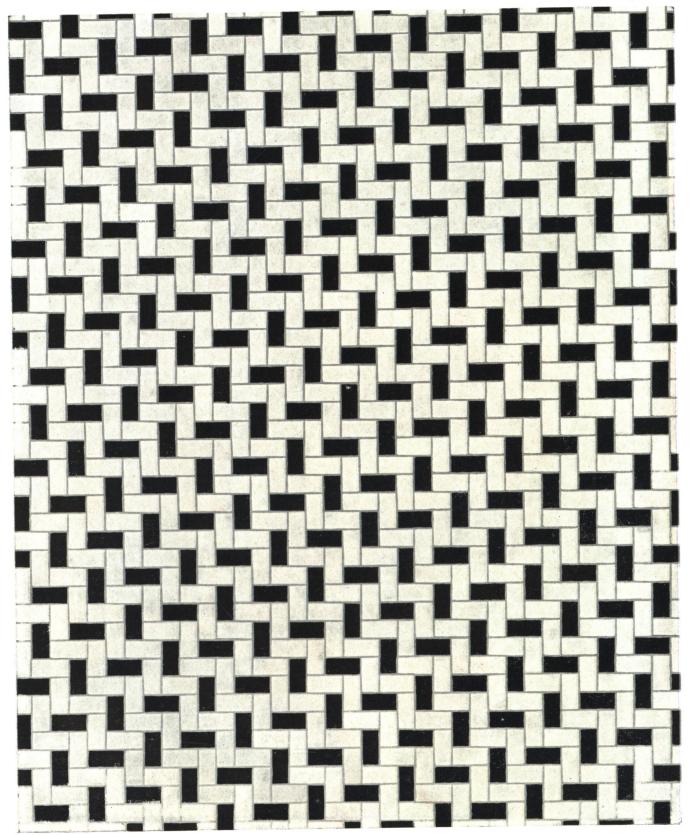
Approximately 1/6 actual size

 $3' \times 9'$   $3' \times 12'$   $6' \times 12'$   $9' \times 9'$   $9' \times 12'$   $12' \times 12'$   $6' \times 9'$   $7 \frac{12}{2} \times 9'$   $9' \times 10 \frac{12}{2}$   $9' \times 15'$   $12' \times 15'$ 

ARMSTRONG'S STANDARD RUG No. 3350



Approximately 1/6 actual size



Approximately 1/4 actual size

ARMSTRONG'S
STANDARD FLOOR COVERING
No. 12430

2 yards wide only



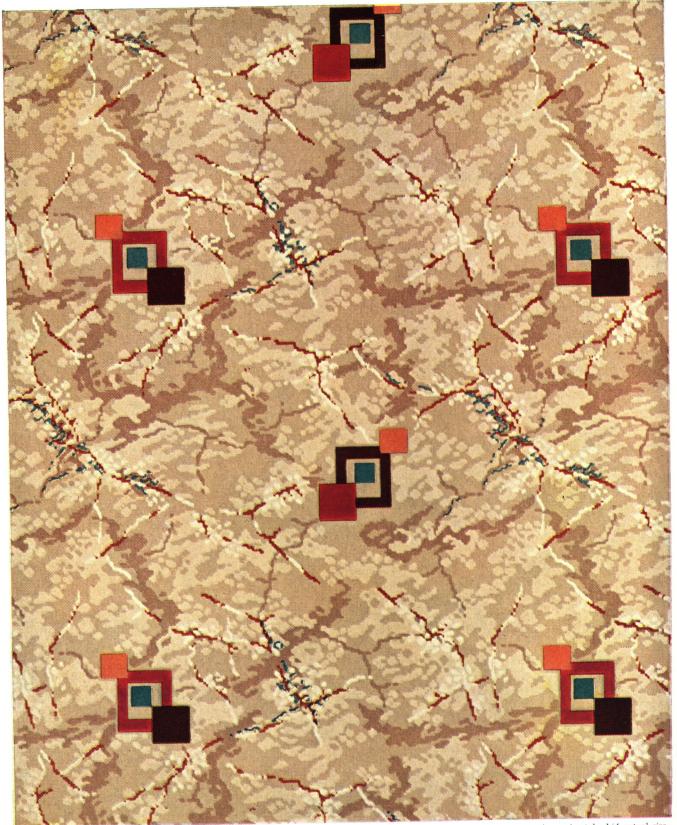
ARMSTRONG'S STANDARD FLOOR COVERING No. 12541



Approximately 1/4 actual size

ARMSTRONG'S
STANDARD FLOOR COVERING
No. 12550

2, 3, and 4 yards wide



Approximately 1/4 actual size

ARMSTRONG'S
STANDARD FLOOR COVERING
No. 12551

2, 3, and 4 yards wide



Approximately 1/4 actual size

ARMSTRONG'S
STANDARD FLOOR COVERING
No. 12560



Approximately 1/4 actual size

ARMSTRONG'S STANDARD FLOOR COVERING No. 12561

2 yards wide only



Approximately 1/4 actual size

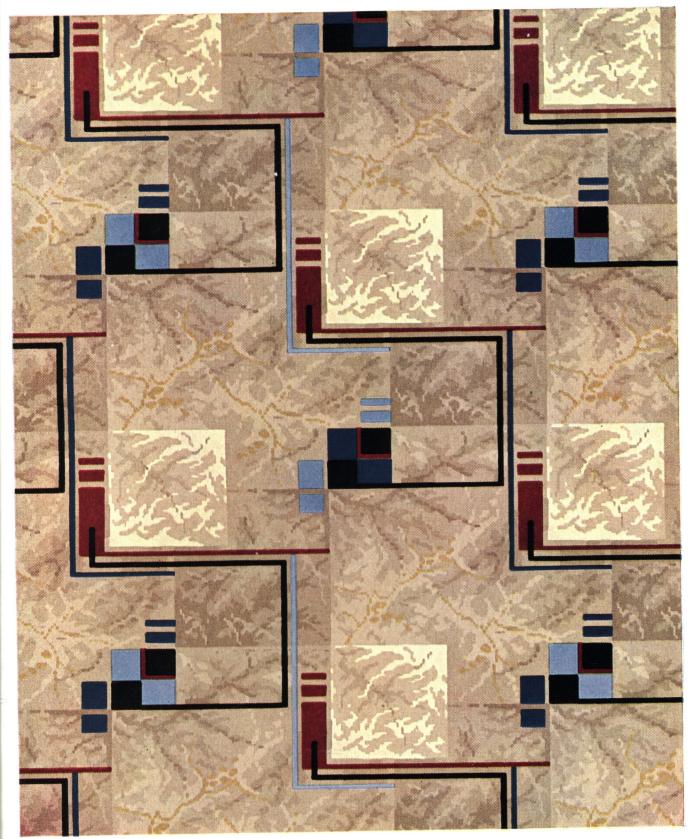
ARMSTRONG'S
STANDARD FLOOR COVERING
No. 12562



Approximately 1/4 actual size

ARMSTRONG'S
STANDARD FLOOR COVERING
No. 12570

3 and 4 yards wide only



Approximately 1/4 actual size

ARMSTRONG'S
STANDARD FLOOR COVERING
No. 12580

2, 3, and 4 yards wide



ARMSTRONG'S
STANDARD FLOOR COVERING
No. 12581

2, 3, and 4 yards wide



Approximately 1/4 actual size

ARMSTRONG'S
STANDARD FLOOR COVERING
No. 12590



ARMSTRONG'S
STANDARD FLOOR COVERING
No. 12591

3 and 4 yards wide only



Approximately 1/4 actual size

ARMSTRONG'S
STANDARD FLOOR COVERING
No. 12600

3 and 4 yards wide only



ARMSTRONG'S
STANDARD FLOOR COVERING
No. 12601

3 and 4 yards wide only

## ARMSTRONG'S STANDARD PASSAGE COVERING

Providing a decorative yet inexpensive flooring for halls and passageways, Armstrong's Standard Passage Covering is a reliable quality product that offers a real value to the homemaker.

The five patterns of Armstrong's Standard Passage Covering range from simple, stylized designs in soft, neutral shades to brilliant florals suitable for use where a colorful floor is desired. All five of these patterns have the same durable enamel surface and tough felt backing as Armstrong's Standard Rugs and Floor Covering as well as the easy-to-clean qualities of all Armstrong's felt-base products.



Approximately 1/6 actual size

ARMSTRONG'S
STANDARD PASSAGE
COVERING
No. P300

24 inches wide only

ARMSTRONG'S
STANDARD PASSAGE
COVERING
No. P301

24 inches wide only



Approximately 1/6 actual size



Approximately 1/9 actual size

ARMSTRONG'S
STANDARD PASSAGE
COVERING
No. P310

24 and 36 inches wide

# ARMSTRONG'S STANDARD PASSAGE COVERING No. P311

24 and 36 inches wide



Approximately 1/9 actual size



Approximately 1/9 actual size

## ARMSTRONG'S STANDARD PASSAGE COVERING No. P312

24 and 36 inches wide

## ARMSTRONG'S RUG BORDER

Two patterns in Armstrong's Rug Border fill the need for an inexpensive floor covering to fill the area between the edge of a rug and the side walls of a room. Both patterns give the appearance of finely polished wood floors. They have a smooth surface that makes cleaning easy.

Available in widths of 24", 36", and two yards, Armstrong's Rug Border consists of a smooth enamel surface baked to a durable felt backing.

#### ARMSTRONG'S RUG BORDER

24, 36, and 72 inches wide

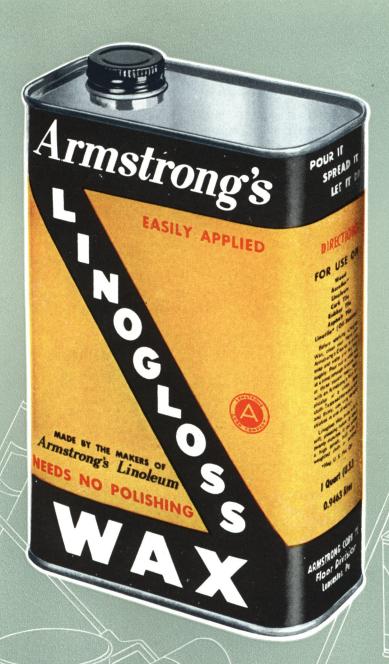


Approximately 1/4 actual size
No. 57



Approximately 1/4 actual size

No. 58



ARMSTRONG'S SUNDRIES

## ARMSTRONG'S SUNDRIES

The Armstrong Line of sundries includes materials and tools for the installation and maintenance of resilient floors and wall coverings. Each item has been designed to meet a specific need and to fill it with the greatest degree of efficiency and dependability. Years of experience plus laboratory and field research have aided in the development of this group of fine quality materials. They are so well suited for use with the various Armstrong Floor and Wall products that they materially aid proper installation and maintenance. Thus they simplify working methods while helping to assure lasting good service.

A merchant who uses and sells these Armstrong materials concentrates in one company the responsibility for all of the products in a floor and wall covering installation. In addition, he is assured that each sundry material will measure up to the high standard of quality maintained for the Armstrong Line.

## Armstrong's Linogloss Wax

Armstrong's Linogloss Wax is a liquid, self-polishing wax which can be safely used on all resilient floors, woodwork, painted surfaces, and wood floors. Made with carnauba, the highest quality raw wax known, Linogloss is scientifically blended to spread in a smooth, even coat.

The process of waxing floors with Armstrong's Linogloss Wax is exceptionally fast and simple. Either a soft cloth or an Armstrong's Wax Applicator may be used to spread a thin coat of wax over the floor. The colorless wax dries thoroughly in about twenty to thirty minutes. The lustrous surface needs no polishing, although a higher gloss may be obtained by buffing with a weighted cloth or polisher. When re-waxing floor surfaces, old wax need not be removed before a new coat of Linogloss Wax can be applied.

The protection Linogloss Wax gives to the surface of any resilient floor adds materially to its life. The hard, smooth finish obtained by Linogloss Wax is unusually resistant to water spotting and will not chip or craze. Only simple buffing by hand is necessary to remove ordinary traffic marks. Linogloss Wax is odorless when dry. The mild and pleasant odor lasts only while the wax is drying.

One gallon of Linogloss Wax will give a protective coating to a floor area of 2000 to 3000 square feet, making it an economical as well as an efficient maintenance sundry.

Lasting beauty in any floor comes through a proper and regular maintenance routine. The use of Armstrong's Linogloss Wax assures long-lasting beauty and a sparkling surface for all types of Armstrong's Resilient Floors.



### **Armstrong's Liquid Cleaner**

Armstrong's Liquid Cleaner is a high quality product that is recommended for cleaning all resilient floor coverings, except asphalt tile and rubber tile. It is also suggested for use on painted walls, woodwork, and furniture. Although it is mild, Armstrong's Liquid Cleaner does its work quickly and thoroughly.

Armstrong's Liquid Cleaner is easy to use; the penetrating action of the cleaner loosens dirt without the necessity of hard scrubbing. Only a small amount, mixed with water, is needed to remove the dirt that accumulates under normal use. A stronger solution may be used for removing stubborn traffic marks or excessive dirt without any danger of injury to the flooring material. The use of Armstrong's Liquid Cleaner assures a fast, easy care routine without sacrificing either economy or efficiency.





No. 5-73 Sweeping Compound. Keeps dust down when sweeping. Safe for all floors.



**No. S-74 Cleaning Powder.** For cleaning asphalt tile and rubber tile. Easy to use.



Armstrong's Linogloss Wax Applicator with soft lamb's wool head is now offered in a new, simplified model. Lamb's wool head on the new model is easily removed for cleaning. Handle is set at an angle which makes faster and easier waxing possible. Wax Applicator is made in two convenient sizes: No. S-60 with 9-inch head and No. S-61 with 6-inch head, both with 42-inch handles. Eliminates the bending and stooping associated with waxing floors.

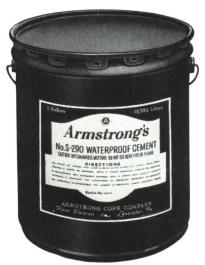
## **Armstrong's Furniture Rests**

Armstrong's Furniture Rests are highly recommended for use on resilient floors, wood floors, and carpets. They provide protection from indentation marks caused by the weight of even the heaviest pieces of furniture. Four styles and thirteen sizes are available in a rich shade of brown that harmonizes with furniture finishes. Made of tough, high quality plastic, these rests offer many advantages. All have broad, flat surfaces which distribute the weight over a larger area. The cotter type rest is for use on furniture which has already been drilled for casters; the nail type can be used on furniture with solid legs. Both have the exclusive Armstrong ball and socket swivel construction that keeps the rest flat if furniture is tipped. The round and square cups are for use with larger pieces of furniture and heavy appliances which are not frequently moved.





No. 5-128 Paste. For use in the installation of Armstrong's Linoleum, Cork Tile, Rubber Tile, Linotile, Accoflor, and Quaker Floor Covering. An all-purpose paste for installation on lining felt or directly on suspended wood or concrete subfloors. Consistency permits easy spreading. Has a quick initial tack and exceptional bonding strength to help assure a permanent installation.



No. 5-290 Waterproof Cement. For use with all resilient floors except asphalt and rubber tile. Ideal where waterproof bond is necessary. A new cement with outstanding alkali-resistant qualities. Particularly suitable in waterproofing seams of linoleum, Linowall, and the seams and edges of sink-top or counter-top installations. Handles easily and is suitable for installations over metal.



No. S-170 Flormastic. An emulsified asphalt for use with Lumnite cement and sand as a floor fill. Consistency permits "feathering" to a thin edge.



No. S-140 Floor and Wall Size. Retards absorption of adhesives into dry or porous floor and wall surfaces.

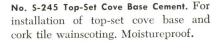




No. S-160 Emulsion. For installing asphalt tile over No. S-150 lining felt on wood subfloors and directly to suspended concrete subfloors.



No. S-80 Asphalt Primer. Primes concrete subfloors on and below grade for installation of Armstrong's Asphalt Tile.





No. S-90 Asphalt Cement. For installation of asphalt tile over primed concrete subfloors which are in direct contact with the ground.



No. S-97 Felt Remover. For use in removing either dry or semi-saturated felt. When Felt Remover is mixed with water and applied to the lining felt, felt can then be easily removed with spatula or long-handled scraper.



No. 5-127 Cement, Latex Type. For installation of Linowall. Has good initial tack, but allows sufficient time for sliding Linowall into place.





No. S-96 Seam Protector. A sturdy canvas strip designed for pasting under linoleum seams when they are parallel to floor boards. Prevents seams from opening due to seasonal shrinkage of floor boards.



No. S-280 Accoflor Cement. For installation of Armstrong's Accoflor on concrete floors in direct contact with the ground on grade level.

No. 5-150 Lining Felt. A special, semisaturated rag felt for use under all resilient flooring material installed over suspended concrete, terrazzo, marble, ceramic tile, metal or wood subfloors (must be used under burlap-backed goods laid over wood). Makes floors warmer, quieter, more resilient, and more comfortable.

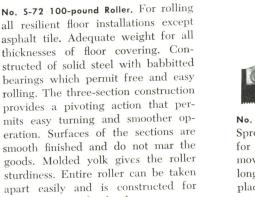
Absorbs much of the expansion and contraction of wood subfloors and helps to prevent the spreading of seams in resilient floor installations.

Assures maximum bonding strength and is heavy enough to help smooth minor subfloor irregularities,



No. S-190 Crack Filler. For use in filling cracks and score marks on concrete subfloors. Also may be used for leveling uneven subfloors.







No. S-901 Notched Steel Paste Spreader. Spreads proper amount of adhesive for floor and wall installations. Removable blade is double-edged for longer life. Steel blade may be replaced by rubber blade (No. S-903, not shown) for even distribution of paste on concrete subfloors.



No. S-891 Notched Steel Trowel. For use in spreading adhesives. Has notches 1/16" deep on 1/8" centers on one side and one end. End notching provides small spreader surface for getting into corners, around pipes, and behind stationary fixtures.



No. S-92 Linoleum Knife. Tempered steel, regulation size; properly curved for general installations.



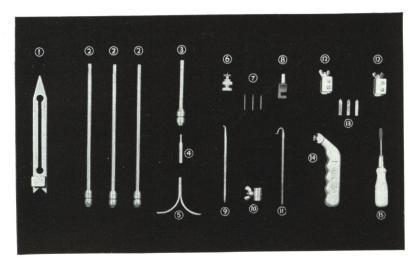
No. S-99 Linoleum Knife. Small size, regulation style; handy for wall installations and close linoleum work.



S-87 Straightedge. Short, 37½" 45° angle end for mitering. Will not kink or warp.

No. S-86 Straightedge. 75" long. Accurate for

cutting straight seams.



No. S-81 Universal Scriber, an all-purpose tool with many uses, including: all straight scribing, recess scribing, radius scribing, offset scribing, and circular and curved Linostrip cutting. Can also be used for cutting circles and circular bands from 1 inch to 7 feet in diameter. Carrying kit has pocket for each part. Compact bundle contains: 1. Universal Bar, 2. 12" Extension Rod, 3. 6" Extension Rod, 4. Scribing Point, 5. Radius Attachment, 6. Pin-Holder, 7. Pins, 8. Pivot-Pin-Holder, 9. Recess Rod, 10. Coupling, 11. Cove and Base Rod, 12. Blade Holders, 13. Blades, 14. Handle, 15. Screwdriver.



No. S-83 Linoleum Recess Scribing Tool. Small, lightweight, adjustable to all gauges. Used for scribing linoleum to fit metal edging on sink tops and square outside corners.



No. 5-88 Seam Cutter. A laborsaver for cutting long seams. Linoleum knife clamps firmly into position. Recommended for quick and accurate cutting of plain, jaspé, and Marbelle linoleum of 1/8" or heavier gauge.



No. 5-95 Sandbags. Of heavy quality duck and tightly sewn. For weighting seams and also for areas where a heavy linoleum roller cannot be used.



No. S-84 18-inch Scribing Tool. Sturdy, lightweight, of durable steel. Accurately scribes any width from 2" to 16".



Asphalt Top-Set Cove Base. Provides a practical, easy-to-clean baseboard treatment for all resilient floor installations. Gives tight fit when nailed or cemented in place. Supplied in black finish, 4" and 6" high.



No. 5-77 Asphalt Tile Roller. A sturdy steel tool for use in sink-top and counter-top installations and on other areas too confined for regular 100-pound roller.



No. 5-18 Asphalt Beveled Edging. For use in finishing edge of tile floors, at doorways, or along aisles. Available in black only.



No. 5-17 Linotile Beveled Edging. For finishing edges at doorways or on aisles. Available in wide range of marble colors.



No. 5-79 Asphalt Tile Punch. To protect all resilient floors from indentation by radiators and other permanent fixtures. A hole is punched out of floor covering and No. S-100 Aluminum Discs are then easily inserted.

No. 5-76 Asphalt Tile Cutter. For cutting cold tile for use in places where the edges of the tile will be covered by molding or cove base. If a clean cut edge is desired, the tile should first be heated. Made from high-grade cast and malleable iron with tempered steel blades that may be removed for sharpening. Adjustable guide accommodates tiles up to 24" in length.



No. S-11 Linowall Scriber. For quick and accurate scribing when fitting Linowall around bowls, cabinets, door jambs, window frames, and where ceilings join walls.



No. 5-9 Seam Roller and Fillet Forming Tool. For rolling seams of Linowall to assure a firm bond with the wall surface and to bring both edges of seam tightly together. Also used for rolling Linowall and Cove Base Fillet Strip into place.



No. S-78 Pin Vise. For making a

score line along which cold asphalt

tile can be easily broken. Phono-

graph needle clamped in place

makes simple scribing point.

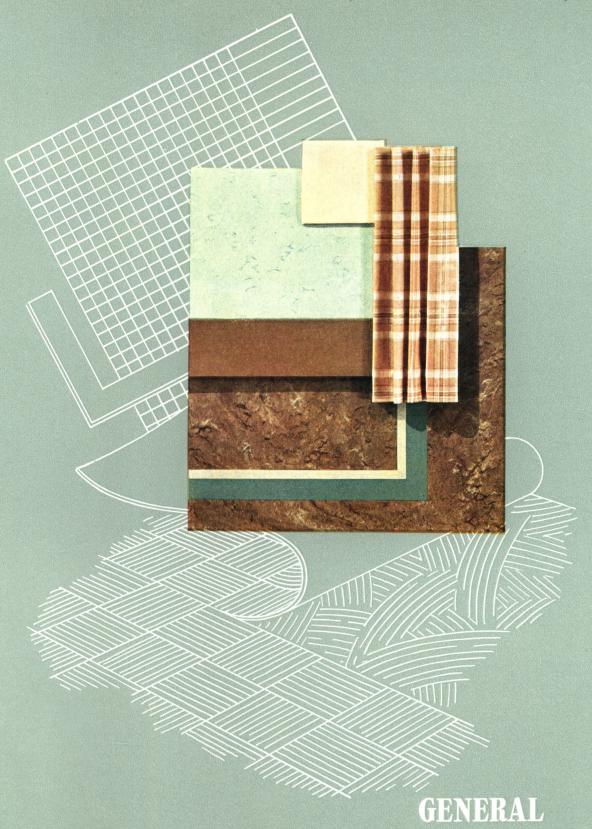
No. S-15 %-inch Radius Linowall Fillet Strip. For filling inside corners on Armstrong's Linowall installations. No. S-29 %-inch Radius Cove Base Fillet Strip should be used for flash type sink-top and cove base installations.



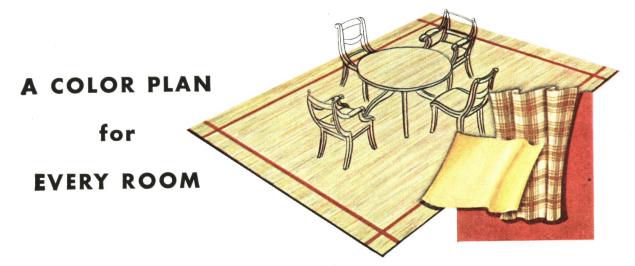
No. S-10 Inside Corner Forming Tool. Used in the installation of Linowall, for pressing material firmly into inside corners. Also helpful in forcing linoleum smoothly against fillet strip in flash type cove base installations.



No. S-16 Beveled Cap Strip. For use with Linowall and Quaker Wall Covering. Beveled on both edges to save time on the job. Furnished in 1/8" gauge only. Assortment of marble and plain colors.



GENERAL
INFORMATION



A definite color plan for each room in the house is a fundamental of good decoration. Each room should have a planned relationship between the colors of the floors, walls, and furnishings. For best results a color plan should be worked out before any actual decorating is started. To simplify this task, Armstrong's Bureau of Interior Decoration has developed a number of color schemes suitable for use with the various patterns of Armstrong's Linoleum. Prepared by skilled decorators under the guidance of Hazel Dell Brown, head of Armstrong's Bureau of Interior Decoration, all of these schemes include colors for the wall, drapery, and fabric materials. To plan a room around an Armstrong Floor, all that is necessary is to refer to the color schemes listed by number under each pattern. From these different suggestions, a selection of the most appealing plan can then be made. In these recommendations, descriptions of such things as wall paper, curtains, and upholstery are necessarily brief and require broad interpretation.

# Color Scheme Suggestions

Lin Ba W Ce	nostrips or border*seboard and trimallsLight aqua wit iling urtainsbholstery	ith oyster white and mo Mol	le brown ter white
Bo Lin Fl Li Un Tr	rder nostrip ash type cove base nowall, full or dado opper walls im and ceiling urtains pholstery	Light Ch Oyst Mult	. No. 39 . No. 27 . No. 712 inese red ter white ti-colored
Bo Li Ba	o. 3  order  nostrip  seboard and trim  falls  Beige wi	vith rust, blue, white, ar	No. 45 Tea rose ad brown

This dining room plan suggests a floor of Armstrong's Jaspé Linoleum, Style No. 3, inset with a Chinese Red Linostrip, Style No. 39. Accessories are planned in shades of red, yellow, and tan. Color schemes based on Armstrong's Linoleum Floors are readily available through Armstrong's Bureau of Interior Decoration.

Curtains. Blue and white UpholsteryBlue
No. 4           Border         No. 27           Linostrip         No. 42           Flash type cove base         No. 27           Linowall, dado         No. 709           Upper walls         Silver with white and green           Trim         White           Ceiling         Silver           Curtains         Green           Upholstery         White
No. 5           Border         No. 30           Linostrip         No. 23           Flash type cove base         No. 30           Linowall, dado         No. 711           Upper walls         White           Trim         White           Ceiling         Willow green           Curtains         White with green, red, and blue           Upholstery         Red
Border
No. 7           Border         No. 60           Linostrip         No. 38           Flash type cove base         No. 60           Walls         Linowall No. 716           Trim         Oyster white           Ceiling         Turquoise           Curtains         Copper           Upholstery         Turquoise
* If mattern goods are selected use final color for a horder and other

<sup>\*</sup> If pattern goods are selected, use final color for a border and other colors for Linostrips. Where the field material is plain, jaspé, or Marbelle, however, colors indicated are recommended for Linostrips, separately or in combination.

No. 8	No. 17
Border No. 34 Flash type cove base No. 34 Linowall, full or dado No. 717 Upper walls Aqua with gray, blue, and shocking pink Trim Strawberry pink Ceiling Aqua Curtains Shocking pink Upholstery Blue	Border
No. 9	Border
Linostrips or border*	Linostrips Nos. 26 and 23 Baseboard and trim Silver gray Walls Gray and white Ceiling Grayed yellow Curtains Gray Upholstery Dark gray with java gold and coral
No. 10	No. 19
Linostrips or border*. Nos. 23 and 43 Baseboard and trim. Oyster white Linowall, full or dado .No, 713 Upper Walls . Ice blue CeilingCoral Curtains . White with blue, coral, and green Upholstery	Linostrips or border*. Nos. 44 and 47 Baseboard and trim. Orchid Walls . Mauve Ceiling . Eggplant Curtains . Mauve with white, green, and eggplant Upholstery . White
	No. 20
No. 11         No. 25           Linostrips         Nos. 24 and 41           Flash type cove base         No. 25           Linowall, full or dado         No. 704           Upper walls         Terra cotta           Trim         Gray           Ceiling         White           Curtains         Gray and white           Upholstery         Silver gray	Linostrips or border* Nos. 22, 33, and 39 Flash type cove base No. 22 Trim Chartreuse Walls Light yellow-green Ceiling Chinese red Curtains White with green and red Upholstery Suede gray  No. 21
No. 12	Border No. 27 Flash type cove base No. 27
Border         No. 27           Linostrip         No. 48           Flash type cove base         No. 27           Linowall, dado         No. 703           Upper walls         Turquoise           Trim and ceiling         Lemon tint           Curtains         Black and white           Upholstery         Lemon	Linowall, full or dado No. 706 Upper walls White Trim To match Linowall Ceiling White Curtains Multi-colored Upholstery Chinese jade  No. 22
	Linostrips or border*
Roc. 13  Border No. 20 Flash type cove base No. 20 Walls White with green, shell pink, and brown Trim White Ceiling Nile green Curtains Brown Upholstery Shell pink	Flash type cove base
	Border
No. 14BorderNo. 47LinostripNo. 37Baseboard and trimFresco pinkWallsFresco pink with green, blue, rose, and eggplantCeilingBlueCurtainsEggplantUpholsteryRose	Baseboard and trim. Ivory white Walls Ivory white Ceiling Cardinal Curtains Multi-colored with red predominating Upholstery Chinese red  No. 24
	Linostrip No. 23
No. 15           Border         No. 27           Linostrip         No. 48           Flash type cove base         No. 27           Walls         Smokie blue           Trim         White           Ceiling         Patent leather black           Curtains         White and black	Baseboard and trim
UpholsteryYellow	Linostrip
No. 16 Linostrips or border*. Nos. 40, 49, and 42 Baseboard and trim. Sea foam green Linowall, full or dado. No. 705 Upper walls Light jade green	Walls Parchment Ceiling White Curtains White with multi-colors Upholstery Café au lait
Ceiling	*If pattern goods are selected, use final color for a border and other colors for Linostrips. Where the field material is plain, jaspé, or Marbelle, however, colors indicated are recommended for Linostrips, separately or in combination.

# TABLE OF ROLL YARDAGE\*

Yards Max.	
66.7	Quaker Floor Cover wide Ouaker Floor Cover
20	wide Standard Floor Cove
66.7	wide Standard Floor Cove wide
66.7	Standard Floor Cove
66.7	Rug Border 2 yards Linowall 1 yard wie
66.7	Linowall 2 yards w
	66.7 20 66.7 66.7 66.7

	Square Min.	Yards Max.	
Quaker Floor Covering 3 yar wide		100	
Quaker Floor Covering 4 yar wide		133	
Standard Floor Covering 2 yar wide		66.7	
Standard Floor Covering 3 yar wide		100	
Standard Floor Covering 4 yar wide		133	
Rug Border 2 yards wide	40	57†	
Linowall 1 yard wide	15	33.5	
Linowall 2 yards wide	30	66.7	
vimum shown.			

Linea	l Feet
Min.	Max.
Quaker Wall Covering	
54 inches wide40	101
Lineal	Yards
Min.	Max.
Rug Border 24 inches wide20	30†
Rug Border 36 inches wide30	57
Quaker Passage Covering 24	
inches wide20	33.5
Quaker Passage Covering 36	
inches wide20	33.5
Standard Passage Covering 24	
inches wide20	33.5
Standard Passage Covering 36	
inches wide20	33.5
Rubber Runner 36 inches wide—	50

† Average

# \*Single rolls cannot be supplied larger than the maximum shown.

### TABLE OF PATTERN REPEATS

# Embossed Inlaid Linoleum Heavy (1/8") Gauge

					į	V	atch					,	N	latch
6260							9"	6350						18"
6271	į		ï				54"	6391						18"
6280	į.						18"	6392						18"
6284	÷			į.			18"	6410						18"
6310		·					18"	6411		٠	٠			18"

# Straight Line Inlaid Linoleum Heavy (1/8") Gauge

					N	<b>\atch</b>						N	latch
210						18"	246						12"
211						18"	247						
220				į.		18"	290				×	į,	18"
221						18"	291						18"

# Embossed Inlaid Linoleum Standard Gauge

				M	Natch						,	N	latch
5340					18"	5731							18"
5341					18"	5740							18"
5352					18"	5741							18"
5400					18"	5750							18"
5730					18"	5751				•	•		18"

# Straight Line Inlaid Linoleum Light Gauge

					N	\atch						N	latch
18060			r,	್ಕ		9"	18210		į.				18"
18065						9"	18213			·	į,		18"
18190						18"	18220						18"
18191						18"	18221						18"

### Quaker Floor Covering

Match		Match
	2586 . 2615 .	

2616	18"	270518"
2645	13"	2706
2646	18"	2710 18"
2655	18"	271118"
2656	18"	2720 18"
2665	18"	272118"
2666	18"	2873 6"
2675	18"	2940 0
2676	18"	2942 0
2685	18"	2943 0
2686	18"	$2946 \dots 0$
2695	18"	298118"
2696	18"	

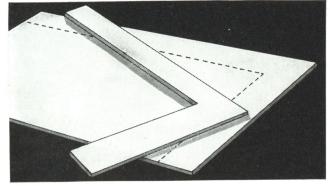
# Standard Floor Covering

	Match				٨	Natch
12430	9"	12570				18"
12541	18"	12580				18"
12550	18"	12581				18"
12551	18"	12590	100			18"
12560	18"	12591				18"
12561	18"	12600				18"
	18"	12601		 		18"

# Quaker Wall Covering

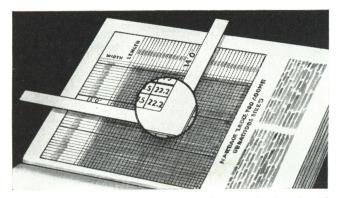
					Match							1	Match
871					. 41/2"	874							
872					. 41/2"	875							
873					41/9"	876			÷		÷	÷	41/2"

# HOW TO USE THE ESTIMATING TABLE



In order to use the Estimating Table (shown on facing page), it is advisable to employ a square cut from cardboard or other heavy paper 8¼" x 10¾". Make a dotted line about 1¼" from the edge along two adjacent sides of this cardboard sheet; then cut along this line (see illustration above). The L-shaped piece will provide a square adequate for use with the chart.

In estimating the yardage of linoleum required by a room of a given dimension, the two inside edges of the square are



placed on the chart along the lines indicating the length and width. If, for example, the room is 13' wide x 14' long, the square is placed as shown above. The figure which shows in the angle of the square indicates the number of square yards required—22.2. In addition, the area framed by the square constitutes an actual layout of the room, showing direction of the material, number of 6' widths, plus number of seams required. For fuller explanation of chart itself, see next page.

ESTIMATING TABLE: PLAINS, JASPÉS, MARBELLES

WID		-6'-0		-7'-0"	9	, 6		9-0		10-0	-	11-0	5	, ,	13,0	. ;	14.		1		16		17	:	18 .		-19						- 2	3		
LENGT		٩	6'-6"	2	-		8-6		9-6	0	10'-6"	6	11-6	1	2	13'.6"	2	14' 6"		ות ה	16'-0"	ים ה	17'-0"-	17'-6"	18'-0" -	18'-6"	19'-0" -	19-6	20.0	9-07	0-17	21-6	22-0	20,00	32, 6,	0.0
	_	+	+	+		-	+	-	+	+	+	+	-	-	_		_	-	-	-	$\vdash$	_			-	-	-	-	_	-		-			-	_
6'-0	10	5.7	5.7	5.7 5	6.3	6.3	6.3	8.3	8.3	3.3	8.3	8.3	8.3	9.8	9.8	9.8	10.5	10.5	10.5	12.5	12.5	12.5	12.5	12.5	12.5	.0 14.0	4.0	14.7	14.7	14.7	10.7	10.7	10.5		_	_
6'-6"_	4.01	_	3.0	6.0 6	6.8	6.8	6.8	9.0	9.0	9.0	-	9.0	9.0	10.5	-	-										5.0 15.0										
7'-0		_	6.5	6.5	7.3	7.3	7.3	9.7	9.7	9.7	9.7	9.7	9.7	11.3												.2 16.2										
7'-6"_	5.2	_	7.0	7.0	7.8	7.8	7.8	0.3	0.3 1	0.3	0.3 1	0.3	10.3													.3 17.3										
8'-0	5.5	7.3	7.3	7.3	8.3	8.3	8.3	1.0	1.0 1	1.0	1.0 1	1.0	11.0													3.3 18.3										
8'-6"_	5.00	7.8	7.8	7.8	8.8	8.8	8.8	1.7	1.7 1	1.7	1.7 1	1.7	11.7	13.7	13.7	13.7	14.7	14.7	14.7	17.5	17.5	17.5	17.5	17.5	17.5	0.5 19.5	19.5	20.5	20.5	20.5	23.3	23.3	23.3	23.3	23.3	3 3
9'-0	6 2	8.3	œ .ω		9.3	9.3	9.3																			0.7 20.7				_	-	_	-	24.7	-	-
9'-6"-	6.5	8.7	8.7	8.7	9.8	9.8	9.8	13.0	3.0																	.7 21.7										
10'-0	6.8	9.2	9.2	9.2	10.3	10.3	10.3	13.7	13.7		3.7 1															2.8 22.8										
10′-6″	7.2		9.7		10.8	10.8	10.8	14.3	14.3	14.3	4.3															1.0 24.0										
11'-	7.5	_	10.0		11.3	11.3	11.3	15.0	15.0	15.0	15.0	15.0														5.0 25.0										
11'-6"	7.8		10.5	10.5	11.8	11.8	11.8	15.7	15.7	15.7	15.7	15.7	15.7													3.2 26.2										
12'-	8.2		11.0	11.0	12.3	12.3	12.3	16.3	16.3	16.3	16.3	16.3	16.3	19.2	19.2							_	-	_	-	7.3 27.3	-	_	_	_	_					
12'-6'	00 05	11.3	11.3	11.3	12.8	12.8	12.8	17.0	17.0	17.0	17.0	17.0	17.0	19.8	19.8	19.8							_	_	_	3.3 28.3	_	_			_		_			
13'-	00 00		11.8	11.8	13.3	13.3	13.3	17.7	17.7	17.7	17.7	17.7	17.7	20.7	20.7	20.7							-	_	_	9.5 29.5	_	-	_		_	_				
13'-6'	9.2		12.3	12.3	13.8	13.8	13.8	18.3	18.3	18.3	18.3	18.3	18.3	21.5	21.5	21.5					_		_	_	_	0.7 30.	$\overline{}$	-	_		_	_			_	
14'-	9.5		12.7	12.7	14.3	14.3	14.3	19.0	19.0	19.0	19.0	19.0	19.0	22.2	22.2	22.2	23.8									1.7 31.	_	_	-	_	-			38.0	+-	-
14'-6'	9.8		13.2	13.2	14.8	14.8	14.8	19.7	19.7	19.7	19.7	19.7	19.7	23.0	23.0	23.0	24.7	24.7	24.7	29.5	29.5	29.5	29.5	29.5	8 29.5	2.8 32.8	32.8	34.5	34.5	34.5	39.3	39.3			-	_
15'-	10.2		13.7	13.7	15.3	15.3	15.3	20.3	20.3	20.3	20.3	20.3	20.3	23.8	23.8	23.8	25.5	25.5	25.5	30.5	30.5					4.0 34.0		_	_	_	-		_	-	-	.7
15'-6'	10.5	14.0	14.0	14.0	15.8	15.8	15.8	21.0 21.7	21.0	21.0	21.0	21.0	21.0	24.5	24.5	24.5	26.3	26.3	26.3	31.5		_	_	_	-	5.0 35.0	_	_	-	-	_			-	-	.0
16'-	10.8	14.5	14.5	14.5	16.3	16.3	16.3		21.7	21.7	21.7	21.7	21.7	25.3	25.3	25.3	27.2	27.2	27.2	32.5	32.5			_		6.2 36.2	_		_	_	-	_		-	-	_
16'-6	11.2		15.0	15.0	16.8	16.8	16.8	22.3	22.3	22.3	22.3	22.3	22.3	26.2	26.2	26.2	28.0	28.0	28.0	33.5	33.5	33.5	33.5			7.3 37.3	_	39.2	-	_	_			-	+-	.7
17'-	11.5		15.3		17.3	17.3	17.3	23.0	23.0	23.0	23.0	23.0	23.0	26.8	26.8	26.8	28.8	28.8	28.8	34.5	34.5	34.5		34.5	3 34.5	8.3 38.3	38.3	40.3	40.3	40.3	46.0	46.0	46.0	46.0	46.	.0
17'-6'	11.8	00	15.8	15.8	17.8	17.8	17.8	23.7	23.7	23.7	23.7	23.7	23.7	27.7	27.7	27.7	29.7	29.7	29.7	35.5	35.5	35.5		35.5	5 35.5	9.5 39.	39.5	41.5	41.5	41.5	47.3	47.3	47.3	47.3	47.	.3
18'-	12.2 1		16.3	16.3	18.3	18.3	18.3	24.3	24.3	24.3	24.3	24.3	24.3	28.5	28.5	28.5	30.5	30.5	30.5	36.5	36.5	36.5	36.5	36.5		0.7 40.	40.7	42.7	42.7	42.7	48.7	48.7	48.7	48.7	48.	.7
18'-6	12.5		16.7	16.7	18.8	18.8 1	18.8	25.0	25.0	25.0	25.0	25.0	25.0	29.2	29.2				31.3	37.5	37.5	37.5	37.5	37.5	37.5	1.7	41.7	43.8	43.8	43.8	50.0	50.0	50.0	50.0	50.	.0
19'-	12.8 1		17.2	17.2	19.3	19.3	19.3	25.7	25.7	25.7	25.7	25.7	25.7	30.0	30.0				32.2	38.5	38.5	38.5	38.5	38.5	38.5	42.8	42.8	45.0	45.0	45.0	51.3	51.3	51.3	51.3	51.	3
19'-6'	13.2 1		17.7 1	17.7	19.8 2	19.8 2	19.8 2	26.3	26.3	26.3	26.3	26.3	26.3	30.8	30.8	30.8	33.0	33.0	33.0	39.5	39.5	39.5	39.5	39.5	39.5	44.0	44.0	46.2	46.2	46.2	52.7	52.7	52.7	52.7	52.	.7
20'-	13.5 1		18.0 1	18.0 1	20.3 2	20.3 2	20.3 2	27.0 2	27.0 2	27.0 2	27.0 2	27.0	27.0	31.6	31.5	31.5	33.8	33.8	33.8	40.5	40.5	40.5	40.5	40.5	40.0	45.0	45.0	00	47.3	47.3	54.0	54.0	54.0	54.0	54.	.(
20′-6	13.8 1		18.5 1	18.5 1	20.8 2	20.8 2	20.8 2	27.7 2	27.7 2	27.7 2	27.7 2	27.7.2	27.7 2	32.3	32.3	32.3	34.7	34.7		41.5		41.0	41.5	41.5	46.0	46.2	46.2	48.5	1 0	-	55.3	55 3	55.3	55.3	55.	
21'-	14.2 1	19.0 1	19.0 1	19.0 1	21.3 2	21.3 2	21.3 2	28.3 2	28.3 2	28.3 2	28.3 2	28.3 2	28.3 2	33.2	33.2	33.2	35.5	35.5	35.5					42.0	47.3	47.3	47.3	49.7		49.7	_	56.7	56.7	56.7	56.	
21'-6'	14.5 1	19.3 1	19.3 1	19.3 1	21.8 2	21.8 2	21.8 2	29.0 2	29.0 2	29.0 2	29.0 2	29.0 2	29.0 2	33.8	33.8	33.8	36.3	36.3		43.5				43.0	48 3	48.3	48.3	50.8	50.8	50.8		58.0	58.0	58.0	58.	. (
22′-	14.8 1	19.8 2	19.8 2	19.8 2	22.3 2	22.3 2	22.3 2	29.7 3	29.7 3	29.7 3	29.7 3	29.7 3	29.7 3	34.7 3	34.7 3	34.7	37.2	37.2	37.2	44.5		44.0	44.5	44.0	49 5	49.5	49.5	52.0	52.0	52.0	59.3	59.3		59.3	3 59	)
22′-6	15.2 1	20.3 2	20.3 2	20.3 2	22.8 2	22.8 2	22.8 2	30.3	30.3 3	30.3	30.3 3	30.3	30.3	35.5	36.5		38.0	38.0	38.0	45.5	45.5			40.0	50.7	50.7	50.7	53.2	53.2	53.2	60.7	60.7	7	_	7 60	).'
23'-	15.5 1		20.7 2	20.7 2	23.3 2	23.3 2	23.3 2	31.0 3	31.0 3	31.0 3	31.0 3	31.0	31.0 3	36.2	36.2	36.2	38.8	38.8	38.8	46.5	46.5	40.0	46.5	40.0	51.7		51.7	54.3	54.3	54.3	62.0	62.0	62.0		62	2.0
23'-6	15.8 1		21.2 2	21.2 2	23.8 2	23.8 2	23.8 2	31.7 3	31.7 3	31.7	31.7 3	31.7	31.7 3	37.0 3	37.0	37.0	39.7	39.7	39.7	47.5	47.5	20.0	47.5	47 6	52.8	52.8	52.8	55.5	55.5	55.5	63.3	63.3	63.3	63.3		3.
24'-0	16.2	_	21.7 XX	21.7 X X	24.3 X	24.3 X	24.3 X	32.3	32.3	32.3	32.3	32.3	32.3	37.8	37.8	37.8	40.5	40.5	40.5	48.5	48.5	90.0	48.5	40.0	54.0	54.0	54.0	56.7	56.7	56.7	64.7	64.7	64.7	64.7	1	64.7

This Estimating Table shows room areas in square yards and also shows to scale exactly where seams will fall. The heavy lines on the chart represent seams; and the space between them is equal to one 6' width of linoleum. To allow for any variation in the wall and to provide sufficient material for scribing, the yardage figure in each square includes an extra 3" on the length of each piece.

Furthermore, because the yardage required for any particular room may vary according to the way in which the material is placed, it is advisable to check the yardage both ways. For example, a room 10'-0" wide by 17'-6" long will require two pieces 6'-0" wide by 17'-6" long or 23.7 square yards if the material is laid the length of the room. But if the material is laid the width of the room, three pieces 6'-0" wide by 10'-3" long or 20.5 square yards will be required.

The yardages shown on this table are based on installing the

material without seams when the final width is more than 3'. If it is desirable to avoid cross seams when the final width is 3' or less, the yardage figure at the next 6' width on the chart should be read. If cross seams are acceptable, however, when the final width is 3' or less, the yardage shown in those columns marked X (for final widths of more than 18" and up to and including 3') are based on one cross seam. Similarly, the yardages marked XX (for final widths of 18" or less) are based on two cross seams.

This chart applies only to patterns which have no matching repeat; namely, Plains, Jaspés, Marbelles.

X-Yardage based on one cross seam for final widths of more than 18" and up to and including 3'.

XX-Yardage based on two cross seams for final widths of 18" or less.

NOTE: When cross seams are to be avoided altogether in the final width, read the yardage figure at the next 6' width on the chart.

# INSTALLATION OF LINOLEUM

In order to give completely satisfactory service, linoleum must be properly installed according to factory specifications. Generally speaking, the serviceability of any linoleum floor depends not only on the quality of the linoleum but also on the quality of (1) the underlying subfloor, (2) the workmanship with which the linoleum is installed, and (3) the care and maintenance it receives. The following paragraphs give a brief description of the major steps involved in a linoleum installation. However, this limited information should not be considered as a substitute for complete instructions and specifications.

# Subfloors

Linoleum can be installed over just about any type of subfloor—wood, concrete, terrazzo, tile, metal, or marble—but only if the subfloor is suspended. It should never be laid over any subfloor that is in direct contact with the ground, either on or below grade. This is because the moisture that is always present in

In preparing wood subfloors, all high spots should be planed or sanded smooth. Loose boards should be renailed and the nails countersunk as illustrated above.

such subfloors not only may destroy the bonding of the linoleum paste but also may eventually deteriorate the linoleum. The type and condition of the subfloor will, to a large extent, determine what practices should be followed during installation.

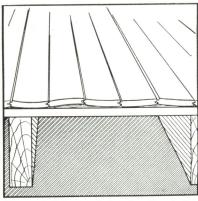
One of the most

important steps in subfloor preparation is to make sure that the surface is perfectly smooth and firm. Irregularities such as cupped floor boards and high spots in concrete not only mar the appearance of the linoleum after it is installed but also often cause accelerated and highly conspicuous wear.

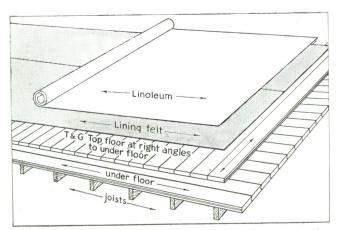
Most linoleum is laid over wood subfloors. These should be of double-layer construction with the top layer consisting of tongue-and-groove boards not more than 3 inches wide. If the floor is only of single-layer construction, or if the top layer does not meet these specifications, then a layer of plywood or hardboard should be added before the linoleum is installed.

If the subfloor is of double-layer construction, it should be checked for firmness and all loose boards nailed down tightly. At the same time all cracks and holes should be filled with tightly fitting pieces of wood or plastic wood. Then, if the surface of the floor is smooth and level and is completely free from oil, paint, and varnish, it is ready for the mechanic to begin the installation of the linoleum.

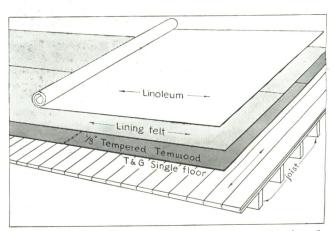
Sometimes it is necessary to sand or plane old floors to remove rough spots, oil, or old paint and varnish. When this is the case, or when linoleum is being installed over new floor boards, the surface should be treated with a coating of Armstrong's Floor and Wall



When freshly sanded floor boards, whether old or new, are not sized, they have a tendency to absorb moisture from the linoleum paste and to cup as shown above.



In this ideal situation, where the subfloor is of double-layer construction with the top layer of tongue-and-groove boards running at right angles to the under floor, both lining felt and linoleum should be installed with seams running parallel to the joints of the under floor.



Many homes have single-layer floors of tongue-and-groove boards as illustrated above. Before linoleum is installed over floors of this type, the floor boards should be covered with a layer of Temwood or plywood. Felt and linoleum can then be installed without danger of splitting.

Size before the installation is made. This prevents the boards from absorbing excessive moisture from the paste which may cause swelling and cupping of the boards after the linoleum is in place. (See illustration.) Such cupping puts an excessive strain on the linoleum and tends to hasten wear.

If the subfloor is concrete or any other material but wood, the same care must be taken to make sure that it is smooth and clean. Paint, varnish, oil, and wax should be removed completely; cracks should be filled with Armstrong's Crack Filler; uneven places should be leveled with Armstrong's Flormastic. As a final step, the entire surface must be cleaned well and allowed to dry thoroughly.

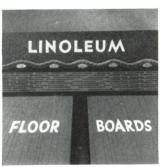
# **Lining Felt**

The desirability of the use of lining felt between linoleum and the subfloor depends on (1) the type of subfloor and (2) the backing material of the linoleum being installed. All burlap-backed linoleum installed over a wood subfloor should be pasted in place over a layer of lining felt. This felt will absorb the movement caused by seasonal shrinking and swelling of the floor boards and thus reduce strain on the linoleum. (See illustration.) If the linoleum has a "Safety-Back" or "Armofelt Back" the use of lining felt is optional. Although the use of lining felt with these type backings helps to smooth out minor irregularities in the subfloor, it does make the lighter gauges of linoleum more susceptible to indentation by furniture. In this latter case it is absolutely necessary for all furniture to be equipped with furniture rests of the proper size.

With subfloors other than wood, the use of lining felt is optional; though if felt is used, the finished



When burlap-backed linoleum is installed over wood subfloors without a layer of lining felt, seasonal swelling of the floor may cause the linoleum to split.



Lining felt installed between burlap-backed linoleum and wood subfloors absorbs seasonal swelling and contraction of subfloor and helps prevent linoleum from splitting.

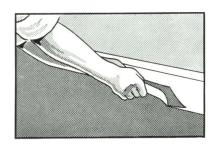
floor will be generally smoother and quieter than if the linoleum is pasted direct.

When lining felt is used, it should be cut to fit closely and smoothly, pasted to the subfloor with linoleum paste, and then rolled thoroughly to eliminate any bubbles or air pockets that may be present.

# Installation

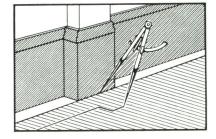
After the subfloor has been prepared and the lining felt, if used, pasted down, the actual installation of the linoleum consists of several skilled operations—cutting the six-foot-wide sections to fit the room, matching adjoining pieces so that the pattern repeat is maintained, and cutting tight, invisible seams.

The linoleum is cut to fit either by knifing—cutting away small sections of excess material with a sharp



At left is shown how linoleum is knifed to fit along a baseboard. By cutting away excess linoleum a little at a time, the mechanic can produce a finished job that fits accurately around the entire room. In general, knifing is slower than scribing.

The diagram at the right shows how dividers can be used for scribing linoleum. After wall irregularities are transferred to the linoleum with dividers, the mechanic removes the material along the scribed line and fits the piece tightly to the wall.



knife—or by scribing—transferring wall irregularities onto the goods with dividers or a special tool and then cutting along this line. (See illustrations.)

Pattern matching is not necessary with Plain linoleum. With Marbelle and Jaspé linoleum there are no actual patterns to match, but adjoining pieces should be turned end for end to produce the best appearing and least obvious seams. Embossed Inlaid and Straight Line Inlaid linoleum have distinct pattern repeats which must be matched perfectly at the seams or the over-all floor loses much of its effect.

Seams in Plain, Marbelle, and Jaspé linoleum are cut by overlapping adjoining pieces slightly and then

Seams in plain, jaspé, and Marbelle patterns are made using a steel straightedge as a guide. Cut is made through overlap of adjoining pieces. Alternate strips of jaspé and Marbelle linoleum should be turned end-for-end to make best appearing seams.



cutting through both pieces of material using a steel straightedge as a guide for the knife. In cutting seams in pattern goods, the edge of one section is straightedged first. Then the adjoining section is placed properly to preserve the pattern line, and the seam is cut using the previously cut edge as a guide for the knife.

After the linoleum has been fitted and pasted down, it is rolled with a 100-lb. roller to eliminate air pockets and to assure a close, uniform bond with the subfloor. As final steps in installation, all excess paste should be removed from along seams and around the edges of the floor with a damp cloth. The seams should be "ironed" with a hammer head or similar piece of smooth metal to make them tight.





Pattern matching at seams is extremely important. When pattern goods are laid so that repeats do not fall opposite each other, left above, effect of design is destroyed. But when repeats in the pattern fall opposite each other, as at right above, the design forms a single unit.

# INSTALLATION OF WALL COVERINGS

The installation of Armstrong's Linowall and Armstrong's Quaker Wall Covering involves many of the same problems encountered in the installation of linoleum. Walls under these materials, like the subfloor under linoleum, must be smooth, firm, and in generally good condition. Like linoleum, Linowall and Quaker Wall Covering are installed in large sections necessitating accurate fitting.

Both Linowall and Quaker Wall Covering can be installed over firm plaster and several types of wallboard. Quaker Wall Covering can be installed over

oil paints and enamels that are in good condition. Neither material can be installed over loose plaster, fibrous wall-boards, wood, wallpaper, canvas, or water paint. Old plaster makes a perfectly satisfactory base provided loose spots are removed and all cracks, chips, and holes filled with patching plaster.



The surface of both old and new plaster should be given a brush coating of Armstrong's Floor and Wall Size before wall covering is installed. If Quaker Wall Covering is to be installed over oil paint or enamel, the surface of the paint should be scored thoroughly with rough sandpaper. With all types of walls, the surface must be clean, dust-free, and dry at the time the adhesive is applied.

Both Linowall and Quaker Wall Covering can be curved around inside and outside corners without the use of vertical molding strips, provided the radius of

the curve is at least  $\frac{5}{8}$ ". The rounding of such corners is one of the most important steps in preparing the wall to receive the covering.

Installations of wall covering are of two basic types—those that cover an entire wall area and those that extend only to wainscot height. Both types use most of the same in-





When loose spots in old plaster must be cut away for patching, the mechanic should cut the hole wider at the lath than at the surface as illustrated above. Then the patching plaster cannot fall out of the hole if it shrinks slightly in drying. After the hole has been patched and the patch is thoroughly dry, the surface should be sanded as shown at the left so that it will be smooth and flush with the surface of the wall. Patched spots that are not completely smooth will show through the surface of the wall covering.

If wall covering is being installed over an entire wall area from floor to ceiling, adhesive is spread on the wall with a notched plasterer's trowel as shown above. After the adhesive has been spread, the wall covering is unrolled onto the wall from ceiling to floor, care being taken to prevent bubbles and air pockets. The picture at the right shows two mechanics unrolling a section of Linowall into place. As the material is unrolled, both men smooth it with their hands to force out all air from between the covering and the wall.



stallation procedures. The main difference lies in the method of unrolling the covering onto the wall. In installations covering an entire wall, the material is unrolled from ceiling to floor, while in wainscot height installations it is unrolled along the wall with one edge butted against the baseboard.

The first step in installation is to cut the wall covering into convenient size pieces for easy handling. Then the wall area to be covered by the first piece should be covered with adhesive, and the section of wall covering unrolled onto the wall in its proper position. During this latter operation, the material should



In installing wall covering to wainscot height, the area to be covered by the first piece of material is spread with adhesive from the baseboard to a line marked on the wall at the determined wainscot height.

be smoothed into place with the hands, working from the center toward the edges to press out air bubbles between the adhesive and the wall covering. Excess paste and smudges should be wiped off with a damp cloth as soon as the material is in place. This wiping serves the double purpose of removing the excess paste and forcing the wall covering more firmly into the paste, thus giving an improved bond.

The second piece should be installed so that the first piece overlaps it slightly to aid in cutting the



When wall covering is being installed to wainscot height, it is rolled onto the wall in its proper position and smoothed with the hands to press out bubbles and air pockets and provide a firm bond.





Seams in tile patterns are made using previously cut mortar edge as a guide, above left. In marbleized material, right, seams are cut through both pieces at center of overlapped adjoining sections of wall covering.

seam. For cutting seams in tile patterns, the first section should end with a complete tile and the adjoining mortar line. This edge is used to guide the knife during the cutting of the under section. Seams in marbleized patterns are cut by lapping one inch of the first piece over the second piece and cutting through both pieces at the center of the overlap. Additional sections are installed in a similar manner.

When Linowall or Quaker Wall Covering is installed to wainscot height, the top edge can be finished in several different ways. One of the best methods is to apply linoleum cap strip which can be pasted



The final step in installing wall covering to wainscot height is to apply linoleum cap strip, wood molding, or other finishing treatment. Man above is installing linoleum cap strip above the wall covering.

in place above the wall covering. Other finishing treatments which can be used satisfactorily include painted wood molding and light metal cap strip.

If considerable fitting of the wall covering is required around doors, windows, or built-in cabinets, the installation should be made by a trained mechanic. However, in less complicated jobs, Quaker Wall Covering can be installed by a home handyman.

# SHIPPING WEIGHTS OF ARMSTRONG FLOORS

	sq. yd.	shipping wt. per roll of 30
		,
		201
3*	3.4 3.4 4.0	204 306 479
	3.7 3.7	62 111
	2.9	174
	$\frac{2.9}{3.4}$	$\frac{261}{412}$
7 4		68
1*	3.1	92
0/2	0.6	104††
		156††
2 "	2.6	156
1	7.5	375
	2* 2/3 2* 2/3 4 2/3 1*	wt. per sq. yd, in lbs.  2* 3.4 3* 3.4 4 4.0  2/3 3.7  2* 2.9 3* 2.9 4 3.4  2/3 3.1  2/3 3.1  2/3 2.6  2* 2.6

<sup>\*</sup> Wrapped in heavy paper for shipment, not crated.

# SHIPPING WEIGHTS OF ARMSTRONG'S RUGS

Packed in Cartons, Not Crated—Weight in Pounds

		Quaker	Standard		Quaker	Standard
3'	x 9'	 12	10	9' x 9'		
3'	x 12'	 15	13	9' x 10½'		35 40
6'	x 9'	 25	21	9' x 15'		48
6'	x 12'	 31	27	12' x 12'		52
7 1/2	' x 9'	 31	24	12' x 15'	75	65

# SHIPPING WEIGHTS OF ARMSTRONG'S WALL COVERINGS

Linowall			Quaker Wall Covering	
3	Average shipping wt. per sq. yd. in lbs.	Average shipping wt. per roll	Average Avera shipping wt. shipping per sq. yd. per rol in lbs. 100 lin	g wt. II of
Roll—1 yard wide** (roll of 30 square yards) Roll—2 yards wide**	3.0	90	Roll—54 inches wide** (roll of 100 lineal feet)	72
(roll of 60 square yards)	3.0	180	** Wrapped in heavy paper for shipment-not crated	

Note—Crated weights are average only, but accurate enough for estimating freight. There may be slight variations in the weight of crated rolls, due to variations such as differences in yardage of rolls and in weight of crating lumber.

# SHIPPING WEIGHTS OF ARMSTRONG'S SUNDRIES

Asphalt Top-Set Cove Base		Armstrong's Lining Felt
All pieces 36 inches long	Weight per package in lbs.	Weight per package in lbs.
No. S-56 Straight pieces, 12 to pkg	4" high 6" high	50 lineal-yard roll (36" wide)minimum 51

<sup>††</sup> Weight on the basis of 60-lineal-yard roll.

# ARMSTRONG'S TOOLS AND ACCESSORIES

	Weigh	per							Weigh		
Linoleum	Package	in Lbs.	Tile						Package		
	Universal scriber (1 in a carton)	3.5 .25	No. S	-78 1	Asphalt tile Pin vise (1	in a ca	arton)			1	3
No. S-86	Long straightedge—3" x 75" (1 in a carton).	8.0 4.0			Asphalt tile sts and C		ı (1 ın a	раскаде	e)	5	
No. S-92	Short straightedge— $3'' \times 37\frac{1}{2}''$ (1 in a carton) Linoleum knives—regular (12 in a carton).	2.0	No. N	VT10	(12 set	s in a d					
	Linoleum knives—small (12 in a carton) Notched blade knife (1 in a carton)	1.5 .3	No. No. No. No. No. No.	VT35	(12 set	s in a c	carton).			. 5.5	
	Notched steel trowel (1 in a carton) Notched steel paste spreader (1 in a carton)	1.5 .7	No. C	CT100 CT200	(12 set	s in a c	carton).			. 4.5	
Linowall			No. C	T500	(12 set	s in a c	carton).			. 7.5	
No. S-9 carton)	Seam roller and fillet forming tool (1 in a	.75	No. N No. N No. N	NDC7	(12 set	s in a c	carton).			. 4.5	
	Inside corner forming tool (1 in a carton) Linowall scriber (1 in a carton)	1.0 .75	No. No. No. No. No. No.	NDC2	25 (12 set	s in a c	earton).			. 5.5	
	5%" Radius Linowall fillet strip (50 lineal feet ton)		Miscelle	aneo	US						
No. S-16 wide, ½	Beveled cap strip, beveled two sides, 1½" gauge (30 lineal feet per package)	3.5	No. S No. S	5-60 5-61	Linogloss Linogloss	wax ap wax ap	plicator plicator	9" (12 i 6" (12 i	in a carto in a carto	n) 12.0 n) 9.0	1

# SHIPPING WEIGHTS OF ARMSTRONG'S ADHESIVES, PRIMER, AND MAINTENANCE ITEMS

ITEM	Pints 24 to Ctn.	Qts. 12 to Ctn.	½ Gal. 6 to Ctn.	1 Gal. 1 to Ctn.	1 Gal. 4 to Ctn.	3 ½ Gal.	5 Gal.	15 Gal.	30 Gal.	55 Gal.	Asst'd. Carton 8 Pts. 6 Qts.
No. S-80 Primer	::	::		8 12 12	32 44	28 42 36	42 58 50	::	250 325	605	::
No. S-128 Paste		45	::	14 8 10	56 32 35	50 34	70 38 47	::	402 275	550	::
No. S-170 Flormastic	::	43	::	10 13 10	39 53 35	42 46	48 63 47	::	275 275	513	::
No. S-290 Waterproof Cement Linogloss Wax Liquid Cleaner	41 34 35	43 32 32	30	13 10 10	53 37 38	::	63 47 48	148 148	280 280	505 505	28 28

# CODE WORDS FOR QUESTIONS, ANSWERS, AND SUNDRIES

Sizes and Widths

CODE WORDS
Questions       Xaban         How soon can you ship?       Xaban         How many rolls can you furnish?       Xabbo         Can you supply if wanted?       Xabcp         Can you furnish and at what price?       Xabdq
Answers  Can ship immediately
Miscellaneous  Ship by truck

1 3	Sizes a	na	VV	ıa	tns	•													
	24" Wi	de.																. Yaba	ık
	Yard	W	ide						•		•							Yabo	m
	2 Yards	T	Vic	i.		٠.			•				•	•		0		Yabo	ln
1 6	3 Yards	v	Vic	le.					•		•		•	•	٠.	٠	•	Yabe	0.0
,	4 Yards	77	710	ie.									٠	•		•		Vahf	n
	i larus	٧	A 1C	ie.		٠.							•			•		Vaho	ra
	3' x 9'											٠.		•				Yaba	54
1	3' x 12' 3' x 9'											٠.		•			•	Yabi	C
1 '	5' X 9'												٠					. Yabi	+
	6' x 12'												٠	٠		•		Vabl	711
	$7\frac{1}{2}' \times 9'$																	Yabl	···
	9' x 9'																	.Yabl	V ~~***
	9' x 101/2	2							٠					٠				. Yabı	1111
1	9' x 12'																	. Yabı	11
1 5	9' x 15'																٠	Yabo	у
	12' x 12	,											-					. Laul	14
	12′ x 15	٠.																. Yabo	la
(	Cement, can, Cement, can Cement, can, Cement, can	12 W 12 W 1 p W 4 j	Vat pe Vat er Vat per Vat	terj r certerj caterj terj	proper de la compresa del compresa de la compresa de la compresa del compresa de la compresa del co	of tor of, tor of tor of	n. n. or	No.No.No.No.No.No.No.No.No.No.No.No.No.N	o	S	2: S-: S-: ar	29 90 29 29 29	0, , , 0 0	i .	1q -q -1158	-g -g -g	in ar al al	t . Zbal t . Zbal . Zbar . Zbar . Zbar . Zbac	a mb nc dd
	can	L	iaı	uid		iss	or	te	d	С.	ar	to	n		8	r	ts	. Zbaj	ре

AND SUNDRIES
Cleaner, Liquid, 1-pt. cans, 24 per carton
Wax, Linogloss, ½-gal. cans, 6 per carton
Wax, Linogloss, 1-gal. cans, 4 per carton
Wax, Linogloss, 15-gal. drum. Zacju Wax, Linogloss, 30-gal. drum. Zaclw Wax, Linogloss, 55-gal. drum. Zacmx

### THE ARMSTRONG LINE

In addition to floor materials, the Armstrong Cork Company manufactures a wide range of other products. Below is a partial list of the products sold by the various divisions of the Company:

### FLOOR DIVISION PRODUCTS

Armstrong's Linoleum: Plain, Jaspé, Marbelle®, Embossed Inlaid, Straight Line Inlaid, Desk Top

Quaker Rugs and Floor Covering Quaker Wall Covering Standard Rugs and Floor Covering Accoflor® Rubber Runner

# Armstrong's Asphalt Tile: Standard, Greaseproof, Industrial, Conductive, and Greaseproof Conductive

Asphalt Tile Insets Reinforced Rubber Tile Aspinant The Histor
Aspinant The Histor
Aspinant The Histor
Cork Tile
Beveled Cork Tile
Linning Felt
Linoleum Paste and Cement
Linoleum Adhesives
Linoleum and Linowall and Resilient Tile
Laying Tools and Accessories
Furniture Rests
Resilient Tile Adhesives
Top-Set Cove Base
Cork Tile Cove and Base
Rubber Cove Base
Flormastic (for floor fill)

### BUILDING MATERIALS DIVISION **PRODUCTS**

Standard Corkboard
Super-Service Corkboard
Mastic Finish Corkboard
Cork Covering and Fitting Covers
Regranulated Cork
Mineral Wool Board Insulation
Regranulated Mineral Wool
Foamglas\* Insulation
Equipment Insulation—LK® Corkboard,
Fiberglas\*\*, Temlok®
DI Corkboard
Locker Plants—Polar Wheel, Polar Chest,
and Walk-In
Keasbey & Mattison Heat Insulation Materials
Waterproof Cements, Paints, Asphalt Emulterials
Waterproof Cements, Paints, Asphalt Emulsion Finishes
Insulating Fire Brick, A-16, A-20, A-23, A-25, A-26, and A-28
Refractory Cements and Facings
Diatomaceous Earth Products
Ingot Mold Insulation
Plastic Cements Ingot Moid Insulation
Plastic Cements
Clay Type Asphalt Emulsion Products
Sub-zero Sealer
Liquid Asphalts
White Cold Storage Sealer-Enamel Arrestone® Corkoustic® Cushiontone® Cushiontone®
Travertone†
Acoustic Cement
Temlok Insulation Board
Temlok Sheathing
Temlok Lath
Temlok Interior Finish—Boards, Panels,
and Planks

Fiberboard Cement
Temlok Roof Insulation
Temwood, Tempered Temwood, Blocked
Tempered Temwood
Panel Board Cement Panel Board Cement
Monowall®
Insulating Wool-Batt and Roll Blankets,
Pouring Wool, and Blowing Wool
Veos Wall Tile (Porcelain on Steel)
Veos Foundation Board
Veos Adhesive
Veos Grout

### CORKWOOD DIVISION PRODUCTS

Corkwood and Rustic Cork Bark Grinding Cork and Milling Cork

### GLASS AND CLOSURE DIVISION **PRODUCTS**

### **Glass Containers**

Drug and Cosmetic Ware Chemical, Household, and Industrial Sup-Chemical, Household, and Julies plies
Wine and Liquor Bottles
Food Containers
Beer and Carbonated Beverage Ware
General Purpose Bottles

### **Drug Sundries**

Druggists' Glass and Rubber Sundries Hospital Supplies

### Closures

Crowns: Plain and Decorated Artmold Caps and Jar Covers Metal Caps and Jar Covers Applicator Caps and Corks Cel-O-Seal†† caps and bands Tapered Corks
Embossed-Top Corks
Shall Corks Shell Corks
Wine and Champagne Corks
Tap Corks

### Shoe Daubers

Cork Discs and Liners

Ribbon Cork

Bungs

Orifice Reducers

# INDUSTRIAL DIVISION PRODUCTS

### Industrial Products

Natural Cork Products: Balls, Floats, Churn Strips, Polishing Wheels, Penholder Tips, Blocks and Sheets, Closures, Washers and Discs, Ground Cork Cork Composition Products: Gaskets, Balls, Rings, Washers, Discs, Strips, Ribbon, Polishing Wheels, Blocks and Sheets, Carboy Cushions, Bulletin Board, Printing Press and Molders' Blankets
Armstrong-Victor Cork Gaskets and Cork Sheets for automotive usage
Accopac (Fabric-Reinforced Gasket Material): Rolls, Sheets, and Die-Cut Shapes Cork-and-Synthetic-Rubber Sheets, Gaskets, Rings, Washers, Discs, Strips, Ribbon, and Molded Parts

Synthetic Rubber Gaskets, Packings, Seals, and Mechanical Specialties Fiber Sheet Packing Materials: Roll Goods, Sheets, Gaskets, Washers, Discs, and other industrial applications
Rag Felt Paper Products for Vibration Damping, Sheathing, Gasketing, Packing, and many special uses
Resilient Surfacing Materials: Regular Linoleum, Acolon't Flooring, Desk-top Linoleum, Linowall, Linotile (Oil-Bonded), Cork Tile, Asphalt Tile, Automat®, Armoflor®, Traffex, Airoflor®, Monowall, and Cork Subflooring. For (a) desk, counter, and table tops and similar applications on other equipment; (b) flooring for busses, street and railway cars, airplanes, boats, elevators, and trailers Cements, Pastes, and Adhesives Glass Insulators for telephone, telegraph, and power lines

Textile Mill Supplies

Textile Cots: Extra Cushion Seamless Cork
Cots, Helically Wrapped Cork Cots,
Accotex® Cots (Synthetic Rubber and
Cork-and-Synthetic-Rubber)

Accotex Long Draft Aprons (Synthetic

Rubber

Worsted Roll Coverings (Cork and Acco-

tex)
Throwster Roll Coverings
Loom Supplies: Take-Up Roll Coverings
(Plain Cork, Gridded Cork, Cork-andSynthetic-Rubber), Temple Rolls-Plain
and Threaded (Cork, Synthetic Rubber), Brake Band Strips, Friction LetOff Strips, Clutch Facings, Cork Inserts,
Bunners

Bumpers
oll Shop Equipment: Cot Assembling
Machines, Cot Buffing Machine, Roll

Bumpers
Roll Shop Equipment: Cot A
Machines, Cot Buffing Macl
Testing Gauge
Roll Varnishes and Adhesives
Cork Cones for Winders
Warper Drum Coverings
Friction Drive Wheels
Twister Roll Coverings
Winder Spindle Head Coverings

### Shoe Products

Box Toe Materials: Cork, Cork-and-Rubber, Thermoplastic Felt
Shoe Bottom Fillers: Cold Process Cork
Filler, Hot Process Stainless Fillers
Lame Lifts
Ground Cork

Cork-and-Rubber Products: Plain Cushion Cork, Gridded Cushion Cork (midsoling materials). Metatarsal Pads, Miscellan-eous Specialties

Linosole and Korxole® Platform and Midsoling Materials

Flexicork®

Flexicork®
Cork Counters
Cork Counters
Cork Composition Products: Sheets, Strips,
Metatarsal Pads, Heel Pads, Miscellaneous Specialties
Accessory Shoe Equipment: Bottom Filler
Heaters, Box Toe Heaters
Sundry Shoe Findings: Half Insoles, Heel
Pads, Filler Pieces

†Trade-mark registration pending.

\*® Pittsburgh Corning Corp.

\*\*® Owens-Corning Fiberglas Corp.

††® E. I. Du Pont de Nemours & Co., Inc.

### DISTRICT OFFICES—FLOOR DIVISION

ATLANTA, GA......727 W. Peachtree Street, N.E. CHICAGO 54, ILL......13th Floor, Merchandise Mart DENVER 2, COLO......511-14 Interstate Trust Building In Canada: Armstrong Cork Canada Limited, 6911 Decarie Boulevard, Montreal, Quebec.

LOS ANGELES 15, CALIF. 719 Bendix Building, 1206 Maple Ave. NEW ORLEANS 13, LA......928-30 Tchoupitoulas Street 

PITTSBURGH 22, PA...........24th St. and Allegheny River 

# WHOLESALERS AND WAREHOUSING POINTS

ALABAMA	MAINE	OKLAHOMA
BIRMINGHAM	BANGORR. B. Dunning & Co.	OKLAHOMA CITY
Birmingham Electric Battery Company MOBILE. Paterson Hdwe. & Supply Co., Inc.	PORTLANDEmpire Carpet Corporation	TULSA
MONTGOMERY Birmingham Electric Battery Company	MARYLAND The Fulton Company	OREGON
	BALTIMOREThe Fulton Company BALTIMOREJ. J. Haines & Co., Inc.	PORTLANDWilliam Volker & Co.
ARKANSAS	CUMBERLANDFelix Half & Brother, Inc.	PENNSYLVANIA
FORT SMITH Gunn Distributing Company, Inc.	MASSACHUSETTS	ALLENTOWNColumbia Distributing Co. ALLENTOWNRoyal Wholesale Company
LITTLE ROCK Gunn Distributing Company, Inc.	BOSTON Empire Carpet Corporation BOSTON Joseph M. O'Callaghan Co.	ALTOONA The H. C. Prutzman Co., Inc. ERIE H. D. Taylor Co.
	BOSTON Prescott and Company SPRINGFIELD Empire Carpet Corporation	HARRISBURGVernon L. Miller Company
CALIFORNIA FRESNO		JOHNSTOWNMcClure & McClure, Inc. LANCASTERLandis & Co., Inc.
LOS ANGELES	MICHIGAN  DETROITBurnham, Stoepel & Co.	PHILADELPHIAC. D. Artman, Inc. PHILADELPHIAThe Fulton Company
Walton N. Moore Dry Goods Co., Inc. LOS ANGELESWilliam Volker & Co.	DETROITRadio Distributing Company GRAND RAPIDSYeakey-Scripps	PHILADELPHIALandis & Co., Inc. PHILADELPHIAS. Wolf & Sons
SAN FRANCISCO Walton N. Moore Dry Goods Co., Inc.	PETOSKEY Bremmeyr-Bain Co.	PITTSBURGHArbuthnot-Stephenson Co.
SAN FRANCISCOWilliam Volker & Co.	SAGINAWBurnham, Stoepel & Co.	PITTSBURGHThe Fulton Company PITTSBURGHFelix Half & Brother, Inc.
COLORADO	MINNESOTA	READING Columbia Distributing Co. SCRANTON Columbia Distributing Co.
DENVERWilliam Volker & Co.	DULUTHKelley-How-Thomson Co. MINNEAPOLIS. Lasher Carpet & Linoleum Co.	YORKVernon L. Miller Company
GRAND JUNCTIONWilliam Volker & Co. PUEBLOWilliam Volker & Co.	ST. PAULFarwell, Ozmun, Kirk & Co.	RHODE ISLAND
	MISSISSIPPI  IACKSONCabell Electric Company	PROVIDENCE.Ballou, Johnson & Nichols Co.
CONNECTICUT HARTFORDEmpire Carpet Corporation		SOUTH CAROLINA
	MISSOURI  JOPLINWilliam Volker & Co.	CHARLESTON .William M. Bird & Co., Inc. COLUMBIA William M. Bird & Co., Inc.
DELAWARE	KANSAS CITY W. C. Tingle Company KANSAS CITY William Volker & Co.	GREENVILLESullivan Hardware Company
WILMINGTONLandis & Co., Inc.	ST. LOUIS The Artophone Corporation	SOUTH DAKOTA
FLORIDA	ST. LOUISEly & Walker Dry Goods Co. SPRINGFIELDRogers & Baldwin Hdwe. Co.	ABERDEENDakota Paper Company SIOUX FALLSSioux Falls Paint & Glass Co.
JACKSONVILLE Cain & Bultman, Inc. MIAMI Cain & Bultman, Inc.	MONTANA	TENNESSEE
TAMPACain & Bultman, Inc.	BILLINGS Kelley-How-Thomson Co. BUTTE William-Volker & Co.	BRISTOL J. J. Haines & Co., Inc. CHATTANOOGA J. J. Haines & Co., Inc.
GEORGIA	GREAT FALLSThe John Leslie Paper Co.	KNOXVILLEJ. J. Haines & Co., Inc.
ALBANYColumbia Naval Stores Company ATLANTAJ. J. Haines & Co., Inc.	NEBRASKA	MEMPHIS Wm. R. Moore Dry Goods Co. NASHVILLEJ. L. Perry Company
AUGUSTA William M. Bird & Co., Inc. MACON Columbia Naval Stores Company	OMAHAWilliam Volker & Co.	TEXAS
SAVANNAH . Columbia Naval Stores Company	NEW JERSEY	ABILENE William Volker & Co.
IDAHO	PASSAICJersey Carpet Corporation	AMARILLO
BOISE	NEW MEXICO	DALLAS William Volker & Co. EL PASO William Volker & Co.
POCATELLOWilliam Volker & Co.	ALBUQUERQUEWilliam Volker & Co.	HOUSTON  Reader's Wholesale Distributors, Inc.
ILLINOIS	NEW YORK ALBANY	HOUSTON William Volker & Co. SAN ANTONIO William Volker & Co.
CHICAGOCarson Pirie Scott & Co. CHICAGOGlabman Bros., Inc.	Albany Linoleum & Carpet Company, Inc.	
CHICAGOStrauss-Rose Carpet Corp. PEORIAIsaac Walker Hardware Company	BINGHAMTON Columbia Distributing Company	UTAH SALT LAKE CITYWilliam Volker & Co.
	BUFFALOH. D. Taylor Co. BUFFALOThe Wornock Mills, Inc.	
INDIANA  EVANSVILLE	MIDDLETOWNRoskin Brothers, Inc. NEW YORK CITYCrockett and Buss, Inc.	VIRGINIA BRISTOLJ. J. Haines & Co., Inc.
FORT WAYNE Carson Pirie Scott & Co.	NEW YORK CITY. Empire Carpet Corporation	NORFOLK J. J. Haines & Co., Inc. RICHMOND J. J. Haines & Co., Inc.
FORT WAYNEOhio Plate Glass Co. INDIANAPOLIS Carson Pirie Scott & Co.	NEW YORK CITYThe Wornock Mills, Inc. ROCHESTERColumbia Carpet Co., Inc.	RICHMOND. Richmond Dry Goods Co., Inc. ROANOKE J. J. Haines & Co., Inc.
INDIANAPOLISGriffith Distributing Corp. LOGANSPORTJoseph Taylor & Sons	SYRACUSE Rumsey Distributors, Inc. UTICA Albany Linoleum & Carpet Co., Inc.	WINCHESTERW. H. Bosserman & Son
RICHMONDAdam H. Bartel Company VINCENNESSaiter-Morgan Co., Inc.	UTICARumsey Distributors, Inc.	WASHINGTON
	NORTH CAROLINA	SEATTLE Walton N. Moore Dry Goods Co., Inc
IOWA BURLINGTONBurlington Paper Company	ASHEVILLESullivan Hardware Company CHARLOTTEPeerless Mattress Co.	SEATTLE William Volker & Co. SPOKANE William Volker & Co.
CEDAR RAPIDSWelch-Cook-Beals Co. DAVENPORT. Midwest-Timmermann Company	GOLDSBOROJ. J. Haines & Co., Inc. HIGH POINTPeerless Mattress Co.	
DES MOINESLuthe Hardware Co. SIOUX CITYHansen Glass & Paint Co.	NORTH DAKOTA	WEST VIRGINIA BLUEFIELDBluefield Supply Co.
	FARGOFargo Paper Company	CHARLESTONGuthrie-Morris-Campbell Co. CHARLESTONThomas, Field & Co.
KANSAS WICHITAWilliam Volker & Co.	оніо	CLARKSBURGThe Koblegard Company
	CANTONThe Edward R. Hart Co. CINCINNATICarson Pirie Scott & Co.	HUNTINGTONWatts, Ritter & Company PARKERSBURGGuthrie-Morris-Campbell Co.
KENTUCKY LEXINGTON Ades-Lexington Dry Goods Co.	CINCINNATIGriffith Distributing Corp.	WHEELINGArbuthnot-Stephenson Company
LOUISVILLE The Otis Hidden Company	CLEVELANDCarson Pirie Scott & Co. CLEVELANDRobert Levin Carpet Company	WISCONSIN  MILWAUKEE Carron Pinia South & Ca
LOUISIANA	CLEVELANDThe Sterling & Welch Co. COLUMBUSCarson Pirie Scott & Co.	MILWAUKEECarson Pirie Scott & Co. MILWAUKEEJohn Pritzlaff Hdwe. Co.
NEW ORLEANS George H. Lehleitner & Co., Inc.	MANSFIELD The Hartman-Spreng Co. TOLEDO Ohio Plate Glass Co.	WYOMING
SHREVEPORTWilliam Volker & Co.	YOUNGSTOWNArbuthnot-Stephenson Co.	CASPERWilliam Volker & Co.

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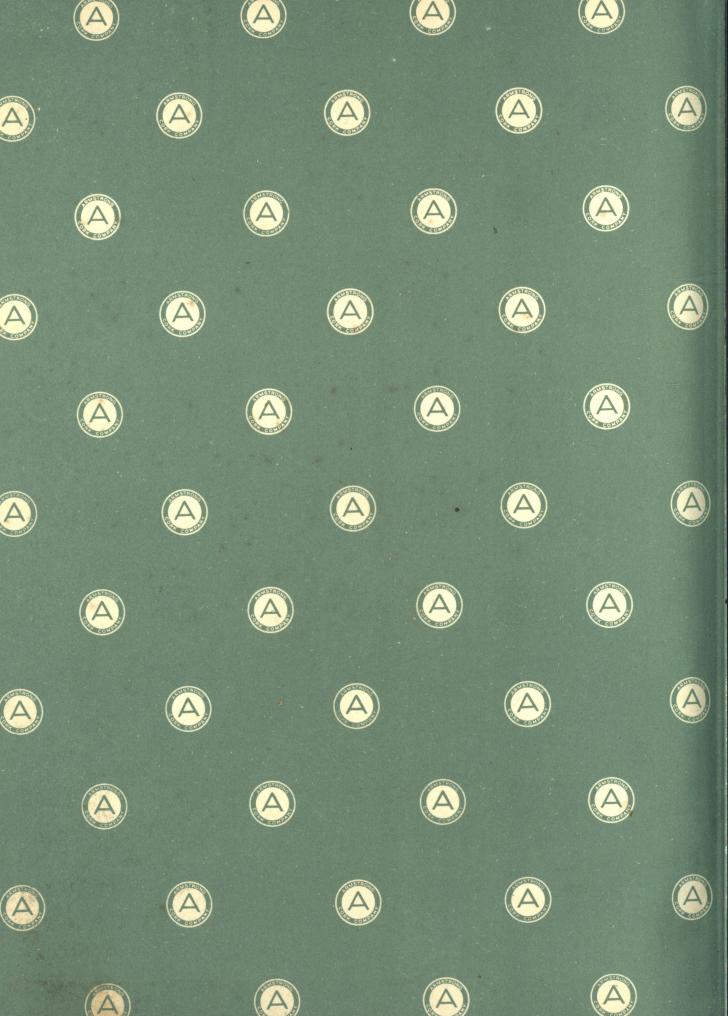
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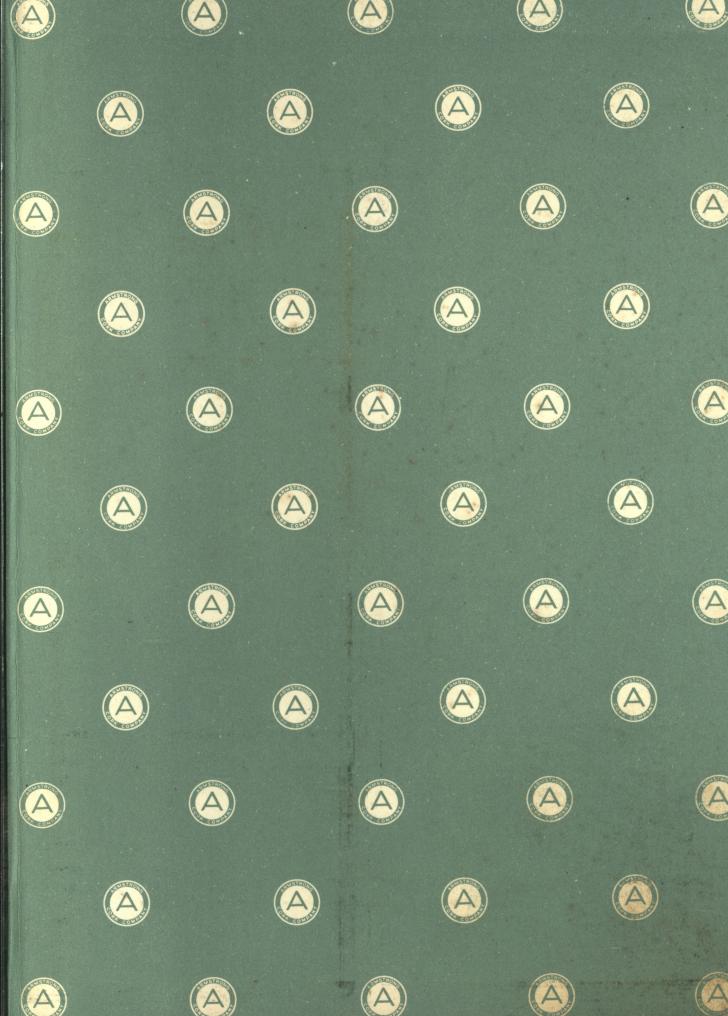
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# ARMSTRONG'S